

A large, stylized graphic on the left side of the cover. It features a dark brown silhouette of a tree with a thick trunk and a dense, rounded canopy. In the foreground, at the base of the tree, is a dark brown silhouette of a building with a prominent window divided into four smaller squares. The background of this graphic is a solid dark brown color.

What Matters in Greater Phoenix

*1998 Edition:
Indicators of Our
Quality of Life*

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In 1996, ASU's Morrison Institute for Public Policy began asking residents and leaders in Greater Phoenix, "What does quality of life mean to you, and how do you measure it?" After an 18-month process, the first volume of *What Matters* was published in September 1997, creating a baseline of opinion and data about "quality of life" and what it means to the people who live here. This second volume of *What Matters* updates the baseline reported in the 1997 edition.

To date, more than 2,300 people from all walks of life and every corner of the metropolitan area have participated in this community dialogue about quality of life through focus groups, public meetings, individual interviews, regionwide telephone surveys and correspondence.

In addition, representatives from more than 80 local, state and national organizations have been engaged during the past two years, including (in alphabetical order):

American Lung Association • Arizona Audubon Council • Arizona Commission on the Arts • Arizona Commission for Postsecondary Education • Arizona Department of Economic Security • Arizona Department of Education • Arizona Department of Environmental Quality • Arizona Department of Health Services • Arizona Department of Transportation • Arizona Education Association • Arizona Federation of Teachers Unions • Arizona Hospital and Health Care Association • Arizona House of Representatives • Arizona Humanities Council • Arizona Libraries Association • Arizonans for Cultural Development • Arizona Office of Tourism • Arizona Public Service Company (APS) • Arizona Rail Passengers Association • Office of the Arizona State Treasurer • ATLANTL Inc. • Arizona Transit Association • ASU Center for Business Research • ASU College of Business • ASU College of Fine Arts • ASU School of Public Affairs • Central Arizona Homebuilders • Central Arizona Shelter Services (CASS) • City of Chandler • Children's Action Alliance • Community Housing Resources • COMPAS • Downtown Phoenix Partnership • East Southern Avenue Property Owners Association • Flatt & Associates • Friendly House • Gallagher & Kennedy • City of Glendale • Goldwater Institute • Office of the Arizona Governor • Governor's Council on Spinal Injuries • Greater Phoenix Urban League • Joint Commission on Accreditation of Healthcare Organizations • League of Arizona Cities and Towns • Maricopa County Attorney's Office • Maricopa County Board of Supervisors • Maricopa County Community College District • Maricopa County Sheriff's Office • Maricopa County Sports Commission • City of Mesa Police Department • National Council of La Raza • Norwest Bank • NotLA • O'Neil Associates • Peoria School District • Phoenix Arts Commission • Phoenix Chamber of Commerce • Office of the Phoenix Police Chief • Office of the Phoenix City Manager • Phoenix College • Phoenix Union High School District • Quality of Life Stewardship Council • Regional Public Transportation Authority • Roosevelt Action Association • Rural/Metro Fire Department • Self Employment Loan Fund • City of Scottsdale • Southwest Airlines • Superior Court of Arizona • Phoenix office of the U.S. Department of Housing and Urban Development • Valley Leadership • Westmarc

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The Morrison Institute for Public Policy (School of Public Affairs, College of Public Programs) is an Arizona State University resource for objective public policy analysis and expertise. The Morrison Institute researches public policy issues, informs policy makers and residents and advises leaders on choices and actions.

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What Matters in 1998: Status of Selected Quality of Life Indicators¹

	FACTS		PERCEPTIONS		
	regional indicator	Are things improving?	resident perceptions	'97 survey	'98 survey
Education	Standardized test scores (Stanford 9) at public schools are on the rise. Graduation rates at public high schools are increasing.	YES	Schools are "excellent" or "good." (public school parents only) ²	70%	65%
	Incidents at public schools resulting in charges against students are on the rise.	NO	Schools are "very" or "somewhat safe." (public school parents only) ²	83%	77%
Families and Youth	Median home prices are rising, but affordability is still good comparatively.	*	Paying the monthly mortgage is "a struggle." (homeowners only) ²	10%	9%
	Average apartment rent has risen three years in a row.	NO	Paying the monthly rent is "a struggle." (renters) ²	21%	16%
	Estimated child poverty has declined for a second straight year.	YES	Child poverty is a "severe problem."	25%	29%
	Reports of child abuse have risen recently.	NO	Child abuse is a "severe problem."	33%	44%
Public Safety and Crime	Violent crime rate has declined for three consecutive years.	YES	Violent crime is a "severe problem."	•	40%
	Property crime rate declined, but is still highest among eight western peer regions.	*	Property crime is a "severe problem."	•	31%
	The violent crime arrest rate for juveniles is down.	*	Gangs are a "severe problem."	46%	43%
Economy	Per capita personal income has risen four consecutive years.	YES	Earned more household income last year than the year prior.	42%	47%
	Unemployment has remained very low in recent years. Compared to eight western peers, Phoenix only lags behind Denver.	YES	Think it is "not likely" they will lose their job or be laid off in the coming year. (employed persons only) ²	79%	68%
Health and Health Care	All hospitals and most health care plans in Greater Phoenix are accredited, and many are highly rated in accreditation standards.	YES	Local hospitals are "good."	•	56%
			Local health care is "good."	•	44%
Environment	Violations for three major air pollutants are down in recent years.	YES	Air quality is either "fair" or "poor."	87%	88%
	Population growth has been rapid during the 1990s with average growth >3% annually.	*	Population growth is occurring "too fast."	77%	78%
Transportation and Mobility	Per capita daily vehicle miles traveled are rising consistently in recent years.	NO	The region's freeway system is "good."	29%	34%
	Per capita miles of transit service in Phoenix is lowest among seven peer regions.	NO	The region's bus transit system is "good."	21%	17%
Arts, Culture and Recreation	Attendance at local art and cultural events has risen in recent years.	YES	Attended an art or cultural event in the past year.	67%	71%
Community	Volunteerism has risen in recent years.	YES	Have volunteered in the last year.	•	51%

¹ Not all indicators and perceptions contained in the report are summarized here.

² Because this question was asked of a sub-sample of the 1,024 residents in the survey, the margin of error is higher than +/- 3%.

• This was the first year this question was asked, and thus, no comparison to 1997 is possible.

* Indicates data do not reveal a clear case or are highly subject to personal interpretation.

What Matters in Our Quality of Life

For years, the citizens of Greater Phoenix have talked about it, journalists have written about it, and politicians have campaigned on it. But what is “quality of life”? And when people think about quality of life, *what matters* most?

After engaging more than 1,100 citizens and opinion leaders in a community dialogue about quality of life, ASU’s Morrison Institute for Public Policy first answered these questions in September 1997 when it published *What Matters in Greater Phoenix*. For the first time, the often-used but never-before quantified concept of ‘quality of life’ had been locally defined and measured. A baseline for future quality of life discussions had been established. This second edition of *What Matters* updates both the data and perceptual indicators, and adds a handful of important new ones.

The categories that provide the framework for this discussion of quality of life are presented in Table 1. These broad categories are themes under which indicators or specific measures are organized. But they also serve another important function. By annually prioritizing these categories through a regional survey, and tracking them over time, they serve as a

Table 1. What Matters Most in Greater Phoenix’s Regional Quality of Life?*

In surveys conducted in 1997 and 1998, residents of Greater Phoenix were asked to rank the most important factors among nine quality of life categories.

1997 (n=1,012)	1998 (n=1,024)
1. Education (26%)	1. Education (26%)
2. Public Safety and Crime (20%)	2. Families and Youth (21%)
3. Families and Youth (19%)	3. Public Safety and Crime (18%)
4. Health/Health Care (9%)	4. Economy (9%)
5. Economy (8%)	5. Health/Health Care (8%)
6. Environment (6%)	6. Environment (7%)
7. Transportation/Mobility (3%)	7. Transportation/Mobility (3%)
8. Community (2%)	7. Arts, Culture, Recreation (3%)
8. Arts, Culture, Recreation (2%)	8. Community (2%)

* Margin of error for both surveys +/-3.0%. Please see sources for information about how the surveys were administered and changes made in the reporting of this question for 1998.

Table 2. What’s New and Different in *What Matters 1998*

Based on feedback received from *What Matters 1997*, a number of changes have been made to this report. There are new indicators and old indicators which have changed. Here are the highlights:

- **Urban Growth Concepts:** In a special focus section for 1998, 75% of residents indicate they like the idea of urban growth boundaries, but only 36% acknowledge familiarity with recent plans to manage growth (p. 50).
- **Internet Connectivity:** Data indicate that Greater Phoenix lags most of its western peer regions in the number of internet hosts per 1,000 population (p. 38).
- **Perception of How Business Gives Back:** Seventy-four percent of residents give the local business community a “good” or “fair” rating for how they give back to the larger community (p. 64).
- **Hospitals and Health Care:** Data from the Joint Commission on the Accreditation of Healthcare Organizations and the National Committee for Quality Assurance indicate that Greater Phoenix enjoys very good hospitals and healthcare organizations. In turn, most residents believe that local hospitals and health care is either excellent or good. Sixty-one percent of residents, however believe that an insurance company or their doctor has more say in their healthcare than they do (p. 42-43).
- **Child Care:** Data from the Children’s Defense Fund indicates that residents of Greater Phoenix whose children receive child care spend more than \$4,000 per child per year, on average, for child care. Forty-three percent of residents reported that the overall cost of child care in the region is “affordable” (p.25).
- **Violent and Property Crime:** Instead of asking about “crime” in general, *What Matters 1998* asks residents how they feel about violent and property crime separately (p.28-29).

gauge for our regional values. The fact that the category rankings have changed little between the 1997 and 1998 Morrison Institute/*Arizona Republic* Quality of Life Surveys tell us that these are the things that are most important to the people who live in this region. In the broadest sense, these are the things that matter; they are our regional values at this time.

Regional vs. Personal, Perception vs. Reality

As in 1997, what makes this report unique is the ability to consider quality of life not only from a data perspective, but also from the perspective of how people who live in Greater Phoenix feel about it. By presenting both statistics and opinions, the reader can compare what residents believe about an issue to what the facts say (perception vs. reality). For example, how residents feel about the level of violent crime in the region can be compared with what FBI Uniform Crime Report data tell us about the level of violent crime in the region. In addition, some indicator and opinion data enable a comparison of how residents assess their personal lives versus what the data indicate is happening at the regional level (personal vs. regional quality of life) for instance, how residents view what has happened to their own household income during the past year versus what the data tell us has happened to personal income in the region.

Table 3. “how would you rate...”

	Our Regional Quality of Life		Your Personal Quality of Life	
	1997	1998	1997	1998
Excellent	9%	13%	23%	26%
Good	49%	52%	55%	54%
Fair	34%	27%	18%	16%
Poor	8%	7%	4%	4%

For example, how residents feel about the level of violent crime in the region can be compared with what FBI Uniform Crime Report data tell us about the level of violent crime in the region. In addition, some indicator and opinion data enable a comparison of how residents assess their personal lives versus what the data indicate is happening at the regional level (personal vs. regional quality of life) for instance, how residents view what has happened to their own household income during the past year versus what the data tell us has happened to personal income in the region.

Taken in whole, *What Matters* tells the story of how people in Greater Phoenix perceive the region in which they live, what they believe is getting better and worse, how they feel about their own lives, and where perceptions of quality of life are aligned or misaligned with the facts.

What This Report Is Intended to Be and What It Isn't

What Matters in Greater Phoenix is intended as both a decision-making tool and a general reference for policy makers, civic and business leaders, and citizens. To improve the quality of this tool, feedback has been continually sought since the release of the first edition to help refine the indicators and make the report more useable.¹

Based on input received and the availability of new data, several indicators have been added for 1998 (including a few new survey questions). Other indicators have been modified; table 2 highlights the changes made. On the whole, however, the baseline established in the first *What Matters* remains intact. The information contained here reflects what many leaders and citizens said was important to their quality of life in 1997 and 1998.

A number of people who commented on the 1997 edition asked why an overall score or composite number was not computed for quality of life in Greater Phoenix. Indeed, as in 1997, *What Matters 1998* does not offer an overall grade or composite score for quality of life in Greater Phoenix. We choose not to compute such a number for many reasons, including the inherent problems involved with “normalizing” the data to make each indicator consistent (i.e., some indicators are measured in

¹ We are vitally interested in hearing what you think about this publication, our methodology and what could be improved or modified in future editions. Contact information is included on the back cover of this report; all opinions are welcome.

tens or hundreds, while others are recorded in the thousands and tens of thousands). Also, we believe it is misleading to characterize our multi-faceted region and such a complex set of issues by an over-simplification. Instead, we prefer to let the reader decide the overall status of Greater Phoenix's quality of life in 1998 based on his or her reading of the facts and perceptions. Some key highlights and findings, however, are offered in summary tables.

About “Benchmarking”

A number of comments about *What Matters 1997* suggested that, now that the baseline has been established, a series of goals or benchmarks should be set for the indicators so that policy makers and others can begin to make changes that will ultimately result in desirable movement of the numbers. Indeed, other regions and states have used these “benchmarking” techniques to set future targets for their indicators and to shape public policy.

In fact, it has been our hope from the beginning of this project that policy makers, business organizations and citizens groups take on this challenge by “adopting” a specific indicator or group of indicators and begin the dialogue about goal setting, or benchmarking. In the absence of such an activity, the quality of life in Greater Phoenix will simply go whichever way it goes, and not necessarily in the direction that citizens and leaders desire. The Morrison Institute for Public Policy would welcome and participate in any such discussions of benchmarking.

Why the Indicator Data Haven't Changed Much

A casual glance through this report will reveal the data indicators have not shown much change between *What Matters 1997* and this updated edition. The reason is fairly simple: The forces that impact Greater Phoenix's quality of life are complex and did not occur overnight. Changes in big picture indicators such as student performance, water consumption, and property crime usually occur incrementally, not immediately. Significant changes often take years, and are typically brought about by coordinated efforts and dedicated resources (see benchmarking discussion above).

One final caveat about this report is in order. Although the data here represent an interesting and valuable resource, the readers should keep in mind that few indicators tell the whole story of what is occurring. Some indicators may over-simplify very complex circumstances and dynamics. We have attempted to point out instances in which this is the case.

Who Chose the Indicators in *What Matters*?

Ten focus groups conducted with regional opinion leaders in late 1996 resulted in a list of more than 300 potential indicators in the nine overarching quality of life categories. To refine the list of indicators, public meetings and focus groups were conducted to identify those items that the public also thought were important. The remaining indicators were then screened using three questions:

- **Is the indicator measurable? If so, are the data available at regularly measured intervals?**
- **Is the indicator relevant to the quality of life of a large portion of Greater Phoenix residents? Is it understandable to people?**
- **Will the indicator respond to changes in policy and law?**

Indicators that met these criteria are contained in *What Matters in Greater Phoenix*.

How to Read This Report

As in the first edition, the order of chapters in *What Matters 1998* reflects the responses of 1,024 residents who were asked to prioritize nine quality of life categories. Because a majority of survey respondents indicated education was once again the most important factor in our regional quality of life, the education chapter and indicators appear first in the report. However, other chapters have changed places for this 1998 edition, reflecting the changes in priorities reflected in Table 1 (p. 6).

The priority of the quality of life categories and thus the order of the report's chapters will be tracked in future years to identify changes in how residents view the broad themes that constitute regional quality of life in Greater Phoenix.

Intra-Regional Comparisons

As in the first edition, survey data are sometimes presented in tables that contain abbreviations that correspond to geographic subregions of Greater Phoenix. The legend at right explains which cities and towns are captured by each abbreviation.

Special Focus Indicators

Those pages in the report designated as Special Focus indicate a topic or set of indicators that are special to this edition of *What Matters*. Often, these are the “issues of the day” in Greater Phoenix, and are highlighted through special survey questions or data that bring new insight to the topic.

Inter-Regional Comparisons

For certain indicators, figures for Greater Phoenix are compared with other, similarly sized or configured western regions, such as Portland, Oregon and Denver, Colorado. These comparisons were made only when identical data for the other region were available and where it added interest to the analysis. Although the Los Angeles region has a much larger population base than that of Greater Phoenix, it is included in the comparisons because it is often cited as “what we don't want to become.” A summary of the inter-regional comparison indicators follows on pp. 10-11.

Reading the Survey Data Tables ...

All =	All 1,024 respondents to the region wide random-sample survey
PHX =	respondents residing in the City of Phoenix (except Ahwatukee; see SE)
NW =	Surprise, El Mirage, the Sun Cities, Youngtown, Peoria, Glendale
NE =	Scottsdale, Paradise Valley and Fountain Hills
SE =	Chandler, Gilbert, Mesa, Tempe, Queen Creek, Guadalupe, Ahwatukee
SW =	Tolleson, Avondale and Litchfield Park

WHAT MATTERS IN 1998: Greater Phoenix vs. Western Peer Regions

Status of Selected Quality of Life Indicators

Affordability of Homes

(ranking out of 193 regions)

	1997 rank*
DENVER	112th
GREATER PHOENIX	123rd
HOUSTON	125th
DALLAS	146th
SEATTLE	172nd
LOS ANGELES	180th
SAN DIEGO	183rd
SAN JOSE	189th
PORTLAND	191st

Source: National Association of Homebuilders, 1998.

*ranking of 1 = most affordable in U.S.,

193= least affordable

For additional information on this indicator, please see page 20.

Cost of Living

	1997
LOS ANGELES/LONG BEACH	117.6
PORTLAND	107.3
DENVER	105.9
GREATER PHOENIX	103.6
U.S. AVERAGE	100.0
DALLAS	98.2

Source: American Chambers of Commerce Researchers Association (ACCRA), 1997. Data is for 4th quarter, 1997.

For additional information on this indicator, please see page 34.

Rate of Violent Crime

(violent crimes per 100,000 residents)

	1996
LOS ANGELES	1,278
HOUSTON	859
DALLAS	784
PORTLAND	727
SAN DIEGO	710
GREATER PHOENIX	668
SAN JOSE	562
DENVER	460

Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

For additional information on this indicator, please see page 28.

Per Capita Personal Income

(amount and ranking out of 320 metro areas)

	1996	Rank*
SAN JOSE	\$35,395	4
SEATTLE	\$31,372	13
DENVER	\$29,234	24
DALLAS	\$28,513	29
HOUSTON	\$27,195	39
PORTLAND	\$26,228	53
LA-LONG BEACH	\$24,945	75
SAN DIEGO	\$24,282	91
GREATER PHOENIX	\$23,377	121

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1998.

* Ranking of 1=highest income, 320=lowest.

For additional information on this indicator, please see page 35.

Unemployment Rate

1996	1997	
3.8%	2.8%	DENVER
3.7%	3.0%	GREATER PHOENIX
5.0%	3.3%	SEATTLE
4.0%	3.7%	DALLAS
5.3%	4.2%	SAN DIEGO
4.5%	4.3%	PORTLAND
5.2%	5.0%	HOUSTON
8.2%	6.8%	LOS ANGELES/LONG BEACH

Source: U.S. Bureau of Labor Statistics, 1998.

Data for San Jose, Ca. were not available.

For additional information on this indicator, please see page 36.

Property Crime Rate

(property crimes per 100,000 residents)

	1996
GREATER PHOENIX	7,062
DALLAS	5,565
DENVER	4,955
HOUSTON	4,902
PORTLAND	4,173
LOS ANGELES	4,164
SAN DIEGO	3,913
SAN JOSE	3,458

Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

For additional information on this indicator, please see page 29.

Internet Hosts Per Capita*

(Internet hosts per 1,000 population, county)

	1997
Santa Clara (San Jose, CA)	398.60
Denver (Denver, CO)	85.27
San Diego (San Diego, CA)	61.60
King (Seattle, WA)	46.47
Dallas (Dallas, TX)	35.90
Multnomah (Portland, OR)	33.77
Maricopa (Greater Phoenix)	24.40
Harris (Houston, TX)	22.09
Los Angeles (Los Angeles, CA)	21.72

Source: Matrix Information and Directory Services (MIDS), 1998.

* An "Internet host" is a computer through which one accesses the Internet. Because multiple users may access the Internet through a single host (e.s., at work or school) the number of hosts does not necessarily correspond to the total number of computers or the number of Internet users in the region.

For additional information on this indicator, please see page 38.

Daily Per Capita Vehicle Miles Traveled (DVMT)

(urbanized areas)

1995	1996	
30.0	29.8	DALLAS
25.6	25.7	HOUSTON
24.5	24.5	SEATTLE
22.7	22.2	SAN JOSE
21.7	21.7	SAN DIEGO
21.7	21.6	LOS ANGELES
20.8	21.6	PORTLAND
20.8	21.5	GREATER PHOENIX
21.2	21.0	DENVER

Source: Federal Highway Administration, data published October 1997.

For additional information on this indicator, please see page 54.

Population Density

(persons per square mile, urbanized areas)

1995	1996	
5,430	5,490	LOS ANGELES/LONG BEACH
4,332	4,449	SAN JOSE
3,477	3,522	SAN DIEGO
2,883	2,889	PORTLAND
2,406	2,458	DENVER
2,290	2,308	SEATTLE
2,134	2,220	GREATER PHOENIX
1,944	1,988	HOUSTON
1,919	1,964	DALLAS

Source: U.S. Dept. of Transportation, Oct. 1997.

For additional information on this indicator, please see page 51.

Annual Per Capita Contributions to United Way

1996	1997	
\$30.62	\$36.78	SEATTLE
\$16.72	\$17.58	DALLAS
\$15.78	\$15.47	DENVER
\$13.70	\$14.74	SAN JOSE
\$12.28	\$13.47	GREATER PHOENIX
\$11.42	\$11.92	PORTLAND
\$8.27	\$8.34	SAN DIEGO

Source: Valley of the Sun United Way 1998.

Data for Houston were unavailable.

For additional information on this indicator, please see page 64.

Annual Per Capita Miles of Transit Service

(urbanized areas)

	1996
SEATTLE	32.9
PORTLAND	22.6
DENVER	22.3
SAN DIEGO	15.1
DALLAS	14.3
SAN JOSE	13.5
GREATER PHOENIX	9.5

Source: Federal Transit Administration Section 15 report data, compiled and provided by Regional Public Transportation Authority (RPTA), 1998.

For additional information on this indicator, please see page 55.



Education

26% of Greater Phoenix residents believe that education is the most important factor in our regional quality of life.

Education	'97 Survey	'98 Survey
% of residents indicating "most important"	26%	26%
category rank	1st	1st

1998 Education Indicators

Stanford Achievement Test Scores

Graduation Rates

Parents' Perceptions of Public and Private School Quality

Incidents on School Grounds

Parents' Perceptions of Public and Private School Safety

Ratings of Local Colleges and Universities

Perception of Local College and University Quality

EDUCATION

Families and Youth

Public Safety and Crime

Economy

Health/Health Care

Environment

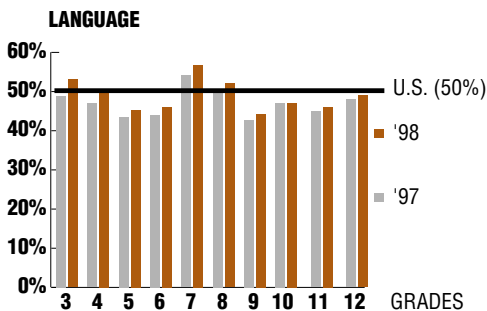
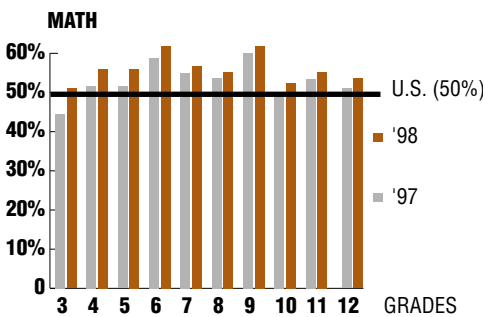
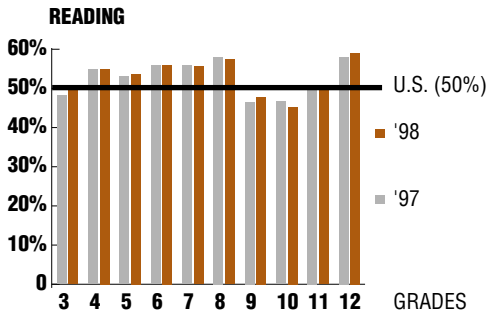
Transportation and Mobility

Arts, Culture and Recreation

Community

Stanford Achievement Test Scores

(in Maricopa County public schools, Spring 1997 and Spring 1998)



Source: Arizona Department of Education, 1998.

What the indicator is:

After eight years of using the Iowa Test of Basic Skills (ITBS), the Arizona Department of Education began administering the Stanford Achievement Test (Stanford 9) in 1997. Thus, two years of standardized, norm-referenced data are now available to compare scores in Maricopa County to those of other students around the nation. The scores presented in the graphic are in percentile for Maricopa County, by grade level, for the last two years.

A “norm-referenced” test means that each student’s achievement can be compared to the achievement of a representative national sample of public school students of the same age and grade level, at a particular point in time. Thus, a bar that reaches the 40% mark in 1998 indicates that 60% of students nationwide scored higher than students in Greater Phoenix in 1998. A score near the 50th percentile indicates performance that is about average when compared with other students of the same grade level around the nation (the Stanford 9 was last “normed” in 1995).

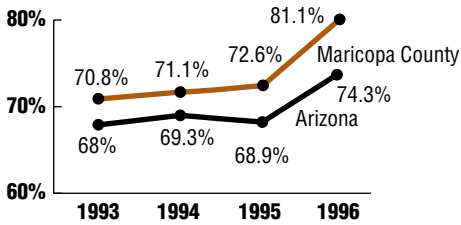
What the data say:

Six of ten grade levels in Maricopa County saw higher Stanford 9 reading scores in 1998. Despite this improvement, four grade levels (grades 3, 9, 10 and 11) still remain at or below the national average.

In math, the scores for all ten grade levels rose. All grade levels in Maricopa County are now testing beyond the 50th percentile (national norm) in math.

The language portion of the exam is still problematic for Maricopa County students. Despite better scores in nine of the ten grade levels, seven grade levels still test below the national norm.

Graduation Rates in Maricopa County and Arizona



Source: Arizona Department of Education, latest data released July, 1998.

What the indicator is:

According to the Arizona Department of Education (ADE), “high school graduation rates are useful indicators of the success of various school improvement programs and reform efforts in general.” (Graduation Rate Study for the Class of 1994, ADE, 1996).

The data presented here are based on a study in which enrollment is tracked over a four-year period. The graduation rate is the proportion of students who complete the requirements for a high school diploma within a four-year period.

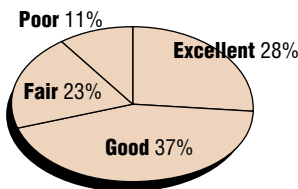
What the data say:

Ten years ago, the Arizona Department of Education adopted the National Education Goal of increasing high school graduation rates to 90% by the year 2000, with an interim goal of 85% by 1996.

The data show fairly slow and steady progress in increasing graduation rates in both Maricopa County and Arizona. In 1996, graduation rates rose significantly. Despite the progress, however, graduation rates are still short of the 85% statewide goal for 1996.

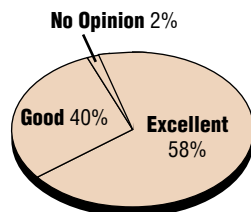
Parents’ Perceptions of Public School Quality

(n=262)



Parents’ Perceptions of Private School Quality

(n=32)



What residents of Greater Phoenix think:

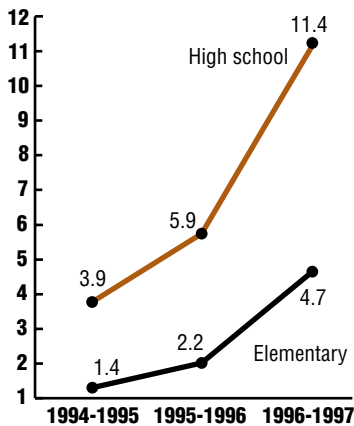
As in last year’s regionwide Quality of Life Survey, parents of public school students in Greater Phoenix rate local public school quality high in 1998: 65% indicated either “excellent” or “good.” Parents with children enrolled in private schools report extremely high satisfaction: 98% said their child’s private school quality was either “excellent” or “good.”

Note: Because these questions were asked of a sub-sample of the 1,024 residents surveyed, the margin of error is greater than +/- 3.0%.

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

Students Against Whom Charges Were Filed for Incidents Occurring on School Grounds

(rate per 1,000 students in Maricopa County public schools, 1994-97)



Source: Figures for 1996-97 calculated by Morrison Institute based on information from Arizona Department of Education (ADE) Report Cards. Previous year figures provided by ADE.

Note: Incidents occurring at schools with grades 7-9 were tabulated with the elementary schools, not the high schools.

What the indicator is:

A number of highly publicized shootings on school campuses in the U.S. and a handful of studies regarding school violence have brought the topic of school safety to prominence in 1998.

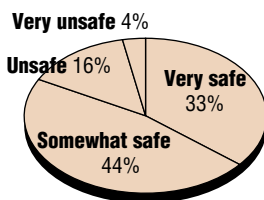
This indicator represents the number of incidents occurring on public school grounds in Maricopa County that result in the intervention of law enforcement and charges being filed against a student. The figures do not include incidents involving persons coming from outside of a school and committing a crime on campus.

What the data say:

While these figures illustrate the fact that many potentially illegal incidents occur on school campuses, caution should be exercised in drawing conclusions about the apparent trend here. Additional years are needed before the seemingly large rise in the rate of incidents rate can be confirmed. Although some more incidents may be occurring on local campuses, it is likely that better recordkeeping and more accurate reporting are also having some influence in altering these numbers.

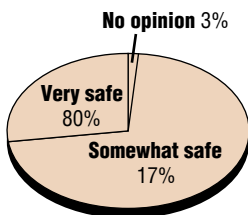
Parents' Perception of Public School Safety

(n=262)



Parents' Perception of Private School Safety

(n=44)



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Despite the figures indicating a rise in school incidents, the majority of parents with children enrolled in both public and private schools in Greater Phoenix believe that their children are in a safe environment at school. Seventy-seven percent of public school parents report that they believe their child is safe at school (vs. 83% in the 1997 Quality of Life survey). In addition, and virtually identical to last year, nearly 100% of private school parents think their child is "very" or "somewhat" safe at school.

Note: Because these questions were asked of a sub-sample of the 1,024 residents surveyed, the margin of error is greater than +/- 3.0%.

**Ratings of Colleges and Universities
by U.S. News & World Report**

(in Greater Phoenix, 1992 and 1996-98)

1998 - American Graduate School of International Management ranked best (#1) international business program

- ASU Graduate Schools:
 - Architecture ranked 19th in U.S.
 - Education ranked 27th in U.S.
 - Public Affairs ranked 30th in U.S.
 - Business ranked 31st in U.S.
 - Law ranked 44th in U.S.
- ASU undergraduate education ranked in tier three (117th -174th) among “best national” universities

1997 - American Graduate School of International Management ranked best (#1) international business program

- ASU Graduate Schools:
 - Architecture ranked “top 20”
 - Education ranked “top 50”
 - Business ranked 43rd in U.S.
 - Law ranked 44th in U.S.

1996 - ASU undergraduate education ranked in tier three (116th- 172nd) among 229 “best national” universities

- ASU undergraduate business program ranked 24th in U.S.

1992 - Maricopa Community Colleges highlighted in *U.S. News’ America’s Best Colleges* issue.

Source: *U.S. News & World Report*, 1992 and 1996-98.

What the indicator is:

U.S. News & World Report has been ranking American universities and colleges for the past decade. Although the way the rankings are calculated has been refined numerous times and several statistical measures are used, the rankings are not scientific. In 1998, they are based on more than a dozen weighted criteria, including faculty resources, student selectivity, and alumni giving rate. “Academic reputation,” derived from a survey of more than 1,400 four-year schools, is the most heavily weighted criteria, accounting for 25 percent of the final score for all schools. Graduate school rankings are calculated similarly.

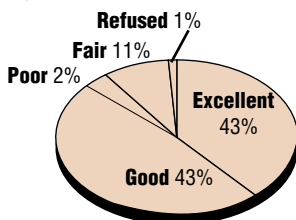
What the data say:

ASU’s undergraduate education was ranked between 117th and 174th (tier three) among the “best national universities” although it received an academic reputation score of 2.7 (out of 4.0), higher than several schools in the top 50. ASU’s graduate programs continue to rank high, and the American Graduate School of International Management took top honors again as best international business program in the nation.

Although community colleges are not ranked by *U.S. News & World Report*, the magazine did feature Maricopa Community Colleges in a 1992 issue.

Perception of Local College and University Quality

(n=211)



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

What residents of Greater Phoenix think:

Just under 90 percent of residents who are enrolled in a local college or university (or who have a household member enrolled) believe the education being offered is either “excellent” or “good.” Overall, the generally high regard residents of Greater Phoenix hold for our local colleges and universities changed little from 1997-1998.

Note: Because this question was asked of a sub-sample of the 1,024 residents surveyed, the margin of error is greater than +/- 3.0%.



Families and Youth

21% of Greater Phoenix residents believe the status of families and youth children is the most important factor in our regional quality of life.

Families and Youth	'97 Survey	'98 Survey
% of residents indicating “most important”	19%	21%
category rank	3rd	2nd

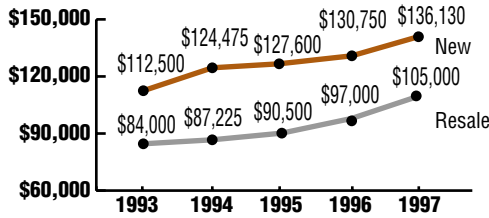
1998 Families and Youth Indicators

- Median Home Sales Price and Home Affordability
- Perception of Mortgage Payment Burden
- Average Apartment Rent
- Perception of Rent Payment Burden
- Estimated Child and Total Poverty Rates
- Perception of Child Poverty
- Reported Cases of Child Abuse
- Perception of Child Abuse
- Petitions Filed for Domestic Violence Orders of Protection
- Perception of Domestic and Spousal Violence
- Special Focus:** Child Care

- Education
- FAMILIES AND YOUTH**
- Public Safety and Crime
- Economy
- Health/Health Care
- Environment
- Transportation and Mobility
- Arts, Culture and Recreation
- Community

Median Home Sales Price

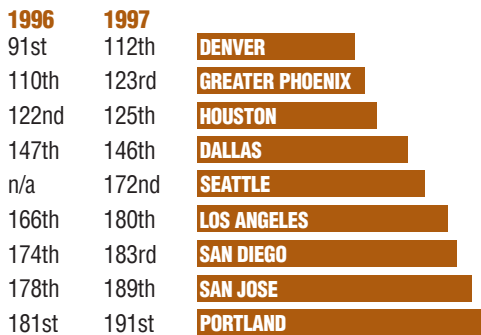
(new and resale single family homes in Greater Phoenix, 1993-97)



Source: Arizona Real Estate Center, L. William Seidman Research Institute, College of Business, Arizona State University, 1998.

Affordability of Homes

(out of 193 U.S. regions, 1996 and 1997 ranking)



(Ranking of 1 = most affordable in U.S., 193= least affordable)

Source: National Association of Homebuilders, 1998. Data is for 4th quarter, 1997.

What the indicators are:

In addition to affecting the regional economy profoundly, home ownership opportunities and the affordability of housing affect the quality of life of most individuals and families. The median price trend for new and resale homes depicted is for single-family homes only in Maricopa County from 1993 to 1997.

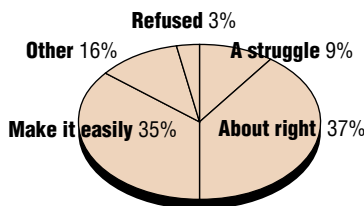
The inter-regional comparison data are from the National Association of Homebuilders' Housing Opportunity Index. The NAHB annually measures the proportion of homes sold in a specific housing market that a family earning the median income in that market could afford to purchase. The Index also takes property tax and insurance rates into consideration in each community ranked.

What the data say:

Continuing a steady trend, the median price of both new and resale homes rose in Greater Phoenix during 1997. The median resale home price finished 8.2% higher in 1997 than in 1996, while the cost of the median new home increased 4.1%. Sales of both new and resale homes in Greater Phoenix were strong in 1997, fueled by low interest rates and population growth.

Among the western peer regions compared, Greater Phoenix continues to be second most affordable, according to the NAHB. Only Denver ranked as a more affordable housing market at the end of 1997. Portland, San Jose, San Diego, Los Angeles and Seattle, were among the 25 least affordable housing markets.

Valley Residents' Level of Comfort in Making Their Monthly Mortgage Payment



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

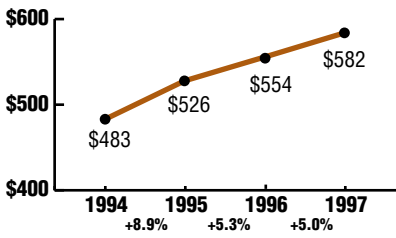
What residents of Greater Phoenix think:

The vast majority of the homeowners surveyed in Greater Phoenix indicate that their mortgage payment is easy or about right. Nevertheless, about one out of ten residents reports struggling to make the monthly payment.

Note: Because this question was asked of a subsample of the 1,024 residents surveyed, the margin of error is greater than +/- 3.0%.

Average Apartment Rent

(in apartment complexes with 50 or more units in Maricopa County, 1994-97)



Source: RealData Inc., 1998.

What the indicator is:

For individuals and families who don't own homes, quality of life as it relates to housing means the monthly expense of rent.

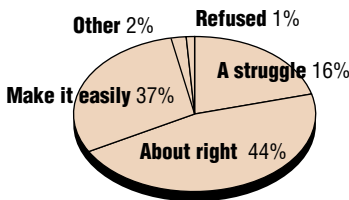
The trend line indicates the average cost of an apartment (regardless of the number of bedrooms) in Maricopa County apartment complexes with 50 or more units.

What the data say:

Consistent with the rising median cost of new and resale homes, average monthly apartment rent continues to rise steadily in Greater Phoenix, according to RealData Inc. The rate of increase in apartment rent, however, appears to be slowing somewhat: after rising nearly 9% between 1994 and 1995, the increase was only 5% in 1997.

Valley Residents' Level of Comfort in Making Their Monthly Rent Payment

(n=305 renters)



	No children	1 or more children
A struggle	13%	21%
About right	45%	43%
Make it easily	40%	34%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998.

What residents of Greater Phoenix think:

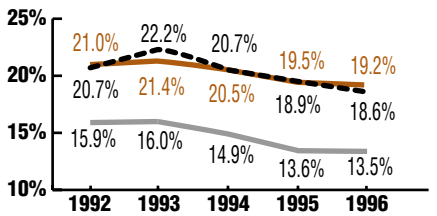
Eighty-one percent of apartment renters in the 1998 Quality of Life Survey reported their rent payment was either "about right" or that they "make it easily." Sixteen percent reported a rent payment that is "a struggle."

When looking at the affordability of rent from the perspective of families versus individuals, however, the struggle seems to be greater. As in the 1997 survey, a higher percentage of those with one or more children reported struggling with the monthly rent.

Note: Because this question was asked of a sub-sample of the 1,024 residents surveyed, the margin of error is greater than +/- 3.0%.

Estimated Child Poverty and Total Poverty Rates

(in Maricopa County and U.S., 1992-96)



- Est. child poverty in Maricopa County
- Est. child poverty U.S.
- Est. total poverty in Maricopa County

Source: Center for Business Research, College of Business, Arizona State University.
(child poverty relates to those younger than 18 years old)

What the indicator is:

Poverty can affect quality of life on both a personal and regional level. On a personal level, poverty for a child can mean inadequate health care, even hunger. On a regional level, high rates of child and total poverty can incur large costs to society and government.

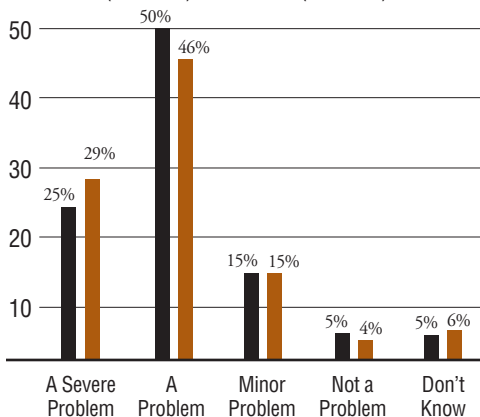
Because poverty data are gathered in the U.S. Census only every ten years, estimates of child poverty become less accurate as they extend further from the base year (in this instance, 1990). The U.S. figures in the graphic are based on the Current Population Survey, adjusted to match the 1990 census. The Maricopa County poverty rates are based on the relationship between the poverty rate and the change in per capita personal income. Note: Based on updated data, some adjustments to the estimates in *What Matters 1997* are reflected here.

What the data say:

Both total and child poverty in Maricopa County generally appear to be on the decline since the 1993-94 period. Maricopa County child poverty dropped below the national child poverty rate in 1994, and remained below in 1995 and 1996. Strong economic conditions in Arizona and the U.S. have helped to reduce poverty.

Perception of Child Poverty in Greater Phoenix

■ 1997 (n=1,012) ■ 1998 (n=1,024)



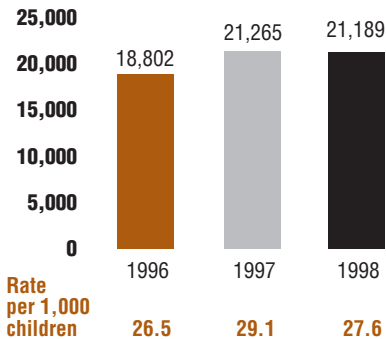
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

A small percentage of Greater Phoenix residents are expressing additional concern about the severity of child poverty in the region in 1998, increasing the percentage in the category “a severe problem” from 25% in 1997 to 29% in 1998. The percentage of respondents indicating child poverty as only a “minor problem” or “not a problem” changed little between the two surveys, and stands at roughly 20%.

Reported Cases of Child Abuse or Neglect

(calls to the child abuse hotline in Maricopa County meeting the criteria for a report of child maltreatment valid for investigation/assessment, fiscal years 1996-98)



Source: Arizona Department of Economic Security, Department of Children, Youth and the Family, Child Protective Services, 1999. Rate per 1,000 calculated by Morrison Institute for Public Policy, based on county population estimates of persons below age 18.

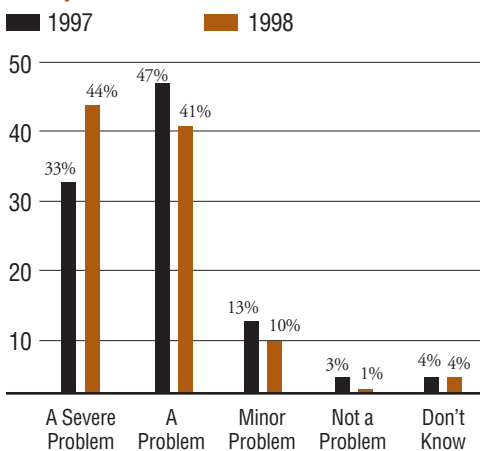
What the indicator is:

In cases of child abuse, poor personal quality of life is fairly obvious for the child being abused and probably also for the adult who is perpetrating the maltreatment. But a region's quality of life can also be affected by this crime too, as it is society that often pays a variety of costs in the aftermath of abuse. Determining the precise amount of abuse and maltreatment that occurs in a community is difficult to measure because it is often a "hidden" crime. Thus, surrogate measures, such as reported cases of child maltreatment to Child Protective Services, must be used as general — although potentially inaccurate — barometers of the level and extent of child abuse in the region. The figures are for reports of child abuse phoned in to CPS meeting a certain criteria, whether investigated or not, that meet the legal criterion of being an allegation of abuse or neglect of a child under 18 years of age at the hands of a parent, guardian, or caretaker.

What the data say:

This indicator shows a rise in both rate per 1,000 children and total reported cases between 1996 and 1997, before a leveling-off in 1998. Because of the region's continued strong in-migration of population, the relatively small drop in reported cases caused a more notable decline in rate of abuse per 1,000 children. Overall, despite the inherent under-reporting problem, it is clear that at least three children in 100 are abused.

Perception of Child Abuse in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

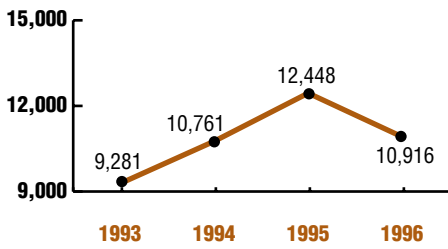
What residents of Greater Phoenix think:

Perhaps reflecting the increased media attention on the issue, a slightly larger percentage of Greater Phoenix residents believe in 1998 that child abuse is a "severe" problem in the region, and fewer believe it is only a "minor" problem.

Eighty-five percent of area residents now rate child abuse as either "a problem" or a "severe problem," compared with about 80% in 1997.

Petitions Filed for Domestic Violence Orders of Protection

(in Maricopa County, 1993-96)



Source: Arizona Supreme Court. As of August 1998, the 1996 data is the most current figure.

Note: Data are for limited jurisdiction courts only. Data is for the fiscal year indicated.

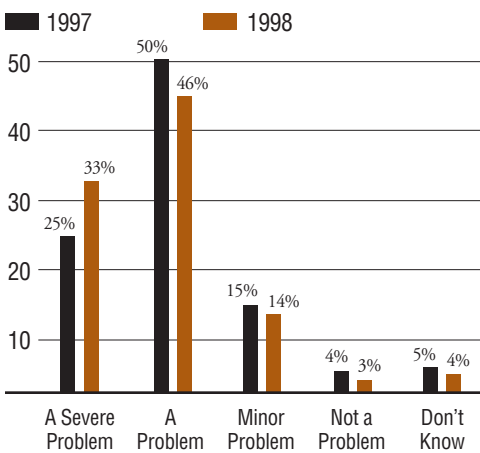
What the indicator is:

Like child abuse, it is assumed that many domestic violence incidents go unreported. One way to assess the general trend in domestic violence, however, is to examine the number of domestic violence orders of protection filed in the county’s limited jurisdiction (municipal and justice) courts. The graph to the left depicts the number of petitions filed for orders of protection during the last several years.

What the data say:

Petitions for orders of protection in Maricopa County grew substantially in both 1994 and 1995 before declining in 1996. Despite the decline in 1996, however, the overall rate of increase surpassed the overall rate of population growth in the region during this three year period, indicating an absolute rise in the rate of petitions filed.

Perception of Domestic and Spousal Violence in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

As with child abuse, a slightly larger percentage of Greater Phoenix residents believe in 1998 that domestic and spousal violence is either a “problem” or a “severe problem” in the region.

Seventy-nine percent reported one of those two answers in 1998, while about 75% indicated similarly in 1997. Those who indicated domestic and spousal violence as a “severe problem” increased by 8% in 1998.

SPECIAL FOCUS: CHILD CARE

Average Annual Cost of Child Care

(in child care centers in selected western regions, 1998)

	12 month-old
Seattle	\$8,840
Denver	\$5,096
Dallas	\$4,838
Greater Phoenix	\$4,738

	4 year-old
Seattle	\$6,136
Denver	\$4,576
Greater Phoenix	\$4,076
Dallas	\$3,789

Source: Children’s Defense Fund, Child Care Challenges, May 1998. Data for San Jose, San Diego, Los Angeles, Portland, and Houston not available.

What the indicator is:

In 1998, the Children’s Defense Fund, in coordination with the National Association of Child Care Resource and Referral Agencies, conducted a comprehensive survey of child care in all 50 states. The figures presented to the left reflect the CDF findings for Greater Phoenix and three western peer regions. Because the costs listed are for only one child in day care, parents with several children can spend significantly more than the amount listed.

What the data say:

Greater Phoenix’s comparative ranking regarding the cost of child care closely mirrors the cost of living data found earlier in this report. As with cost of living, Greater Phoenix finishes quite affordable among this small group of peers.

Nevertheless, despite this data and the fact that Arizona recently lowered the income eligibility for low-income families to receive child care assistance, the state still ranks among the bottom 20 in making low-income families eligible for assistance, according to the Children’s Defense Fund. In addition, cost data do not reflect an important issue in child care: quality.

What residents of Greater Phoenix think:

Only those residents of Greater Phoenix who reported they regularly placed a child in day care were asked their opinion of the expense of child care. Most of the 77 people who responded indicated that child care in the region is either “affordable” (43%) or only “moderately expensive” (38%). Four percent of the 77 Phoenix residents indicated child care is “inexpensive;” 6% reported it to be “very expensive.”

Note: Because this question was asked of a sub-sample of the 1,024 residents surveyed, the margin of error regarding these results could be substantially greater than +/- 3.0%.



Public Safety and Crime

18% of Greater Phoenix residents believe the level of public safety and crime is the most important factor in our regional quality of life.

Public Safety and Crime	'97 Survey	'98 Survey
% of residents indicating “most important”	20%	18%
category rank	2nd	3rd

1998 Public Safety and Crime Indicators

Violent Crime Rate

Perception of Violent Crime

Property Crime Rate

Perception of Property Crime

Special Focus: Personal Safety

Juvenile Arrest Rates for Violent, Property and Drug Offenses

Perception of Gangs

Average Law Enforcement Response Time

Perception of Law Enforcement Quality

Education

Families and Youth

PUBLIC SAFETY AND CRIME

Economy

Health/Health Care

Environment

Transportation and Mobility

Arts, Culture and Recreation

Community

Violent Crime Rate

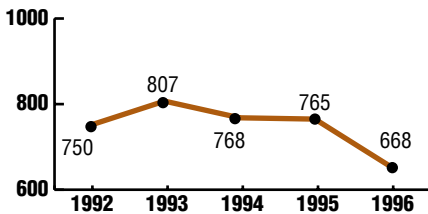
(violent crimes per 100,000 residents in selected western metropolitan areas, 1995 and 1996)

1995	1996	
1,423	1,278	LOS ANGELES
856	859	HOUSTON
819	784	DALLAS
727	727	PORTLAND
795	710	SAN DIEGO
765	668	GREATER PHOENIX
615	562	SAN JOSE
513	460	DENVER

(Data for Seattle not available)

Violent Crime Trend in Greater Phoenix

(crimes per 100,000 residents)



Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

What the indicator is:

Each October, the Federal Bureau of Investigation (FBI) releases *Crime in the United States*, a detailing of the nation's violent and property crime statistics for the year prior.

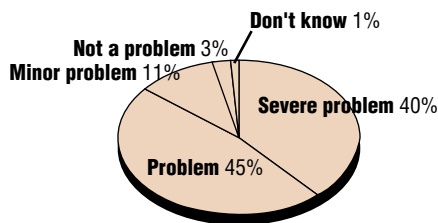
The agency suggests that the unique economic, demographic, and geographic circumstances of each region should be considered when examining the data comparatively. The violent crimes counted in determining the violent crime rate include: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Data listed are for metropolitan statistical areas (MSAs).

What the data say:

As with the 1995 violent crime data, Greater Phoenix finishes closer to the bottom than the top of this list of western peer regions.

In addition, the 668 violent crimes per 100,000 residents was the third consecutive year of declines for the region, as illustrated by the trend graphic. Although not yet official, preliminary 1997 data released in spring 1998 indicate that Greater Phoenix will probably record a fourth consecutive year of decline.

Perception of Violent Crime in Greater Phoenix



	Phx	NW	NE	SE	SW
Severe problem	43%	42%	32%	40%	46%
A problem	43%	46%	49%	46%	40%
Minor problem	10%	9%	11%	13%	11%
Not a problem	4%	1%	6%	1%	1%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Despite the recent declines in FBI data for the region, 85% of residents of Greater Phoenix believe violent crime in the region is either a "severe problem" or at least "a problem."

On an intra-regional basis comparing responses from various parts of the Greater Phoenix region not much difference is revealed regarding the perceived level of violent crime.

Property Crime Rate

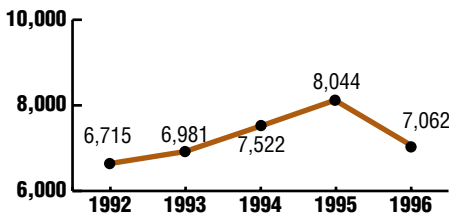
(property crimes per 100,000 residents in selected western metropolitan areas, 1995 and 1996)

1995	1996	
8,044	7,062	GREATER PHOENIX
5,752	5,565	DALLAS
5,078	4,955	DENVER
4,778	4,902	HOUSTON
6,011	4,173	PORTLAND
4,719	4,164	LOS ANGELES
4,236	3,913	SAN DIEGO
3,630	3,458	SAN JOSE

(Data for Seattle not available.)

Property Crime Rate Trend in Greater Phoenix

(crimes per 100,000 residents)



Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

What the indicator is:

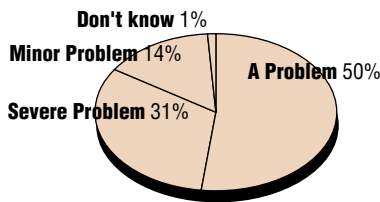
Also from the FBI's latest report, *1996 Crime in the United States*, the property crime rate includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The data listed are for metropolitan statistical areas (MSAs).

What the data say:

As with the 1995 data, Greater Phoenix finds itself atop this list of western peer regions for property crimes per 100,000 residents. Because of a significant automobile theft problem, the rate of property crime in this region is more than double that of San Jose, and even higher than that of Los Angeles.

Despite the poor comparative ranking, Greater Phoenix saw a considerable reduction in the property crime rate between 1995 and 1996. However, because of several successive years of increase in the mid-1990s, the region's 1996 property crime rate still remains above the rate recorded in 1992.

Perception of Property Crime in Greater Phoenix



	Phx	NW	NE	SE	SW
Severe problem	35%	38%	25%	26%	33%
A problem	46%	48%	47%	58%	52%
Minor problem	11%	11%	21%	13%	12%
Not a problem	7%	2%	4%	2%	2%

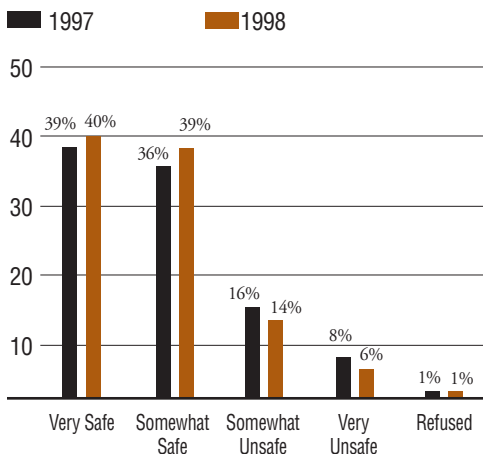
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Although property crime in the region has seen a fairly level to slightly upward trend in contrast to the falling violent crime trend Greater Phoenix residents believe the region's violent crime problem is more severe. Thirty-one percent of those surveyed reported property crime in Greater Phoenix to be "severe," while roughly 40% indicated a perception that violent crime is "severe."

**SPECIAL FOCUS:
PERSONAL SAFETY**

“How safe do you feel out alone at night walking in your neighborhood?”

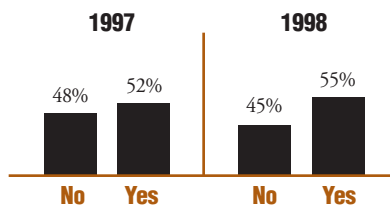


Phx	NW	NE	SE	SW	
Very safe	34%	41%	52%	43%	25%
Somewhat safe	39%	43%	34%	40%	34%
Somewhat unsafe	15%	12%	12%	12%	24%
Very unsafe	11%	2%	2%	5%	16%

Residents of Greater Phoenix Indicating Personal, Family or Neighborhood Crime

	'97	'98
Stolen property or money	41%	43%
Auto theft	20%	23%
Phys. assault or mugging	9%	12%
Home burglary	28%	29%

...For any of the four crimes above



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

The ability to feel safe walking alone in your neighborhood at night, and/or being personally touched by crime can profoundly impact how one feels about personal quality of life. In both 1997 and 1998, the majority of Greater Phoenix residents reported feeling safe walking in their neighborhood; however, many have been personally affected by crime in some way.

In 1997, 75% of those surveyed indicated they feel either “very safe” or “somewhat safe” walking alone in their neighborhood. In 1998, those combined numbers rose slightly, to 79%, with minor increases in both categories.

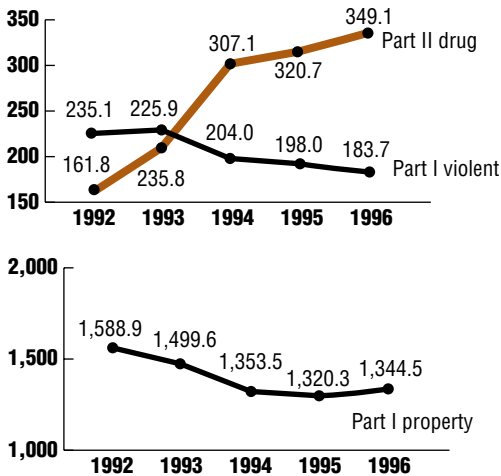
The disparity between residents living in different regions of Greater Phoenix on this issue, however, is notable. While persons living in the northeast, northwest, and southeast portions of Greater Phoenix reported in the mid-80 percentile for combined responses of “very safe” or “somewhat safe,” substantially fewer of those living in the southwest region (59%) reported similar feelings of personal safety.

Residents of Greater Phoenix were also asked about any personal experience with having money or property stolen, auto theft, physical assault, or home burglary. In numbers nearly identical to 1997, 43% said either they personally, a family member, or a person in their neighborhood had been the victim of stolen property or money. One in four had been victimized or knew someone who had been victimized by auto theft, and about three out of ten respondents had been the victim or knew a victim of home burglary.

As in 1997, more than half of Greater Phoenix residents in the survey reported that either they, a member of their family, or someone in their neighborhood had been the victim of one of the four crimes during the previous year.

Juvenile Arrest Rates for Violent, Property and Drug Offenses

(arrests per 100,000 juveniles in Maricopa County, 1992-96)



Source: Raw data from Arizona Department of Public Safety, published 1998. Rates calculated by Morrison Institute.

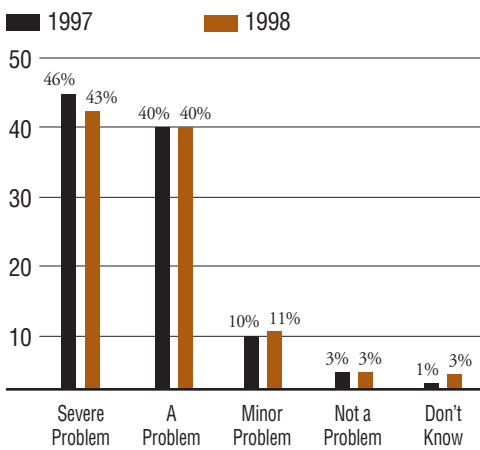
What the indicator is:

Recent incidents of school violence and shootings in the U.S. have highlighted increasing concerns about the violent tendencies of the generation currently approaching adulthood. This indicator, which measures the number of juvenile arrests per 100,000 juveniles in Greater Phoenix, provides insight into the general trend of juvenile crime in this region. Part I violent offenses include criminal homicide, forcible rape, robbery, and aggravated assault. Part I property crimes are burglary, larceny-theft, motor vehicle theft, and arson. Part II drug offenses include the sale, manufacture, or possession of illegal drugs.

What the data say:

Although the juvenile arrest rate for part I violent offenses declined for the third consecutive year in 1996, both part I property and part II drug arrests rose. The rate of juvenile arrests for illegal drugs has more than doubled in Maricopa County since 1992.

Perception of Gangs as a Problem in Greater Phoenix



	Phx	NW	NE	SE	SW
Severe problem	50%	48%	29%	40%	50%
A problem	34%	38%	48%	44%	35%
Minor problem	11%	6%	14%	13%	12%
Not a problem	3%	5%	6%	1%	1%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

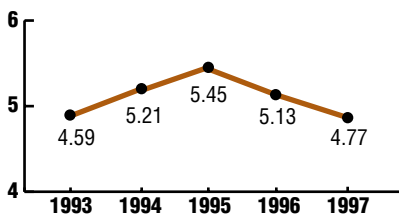
Although not all juvenile crime is committed by gangs, the perception of the gang problem provides insight into how Greater Phoenix residents view the general state of the juvenile crime problem.

As in 1997, a large majority (83%) believe that Greater Phoenix has a “problem” or a “severe problem” with gangs; only about 14% indicate the problem to be minor or non-existent.

On an intra-regional basis, most persons view the gang problem similarly, regardless of where they live. A slight exception, however, is the northeast portion of Greater Phoenix, where more residents believe that gangs are either not a problem, or are only a minor problem.

Average Law Enforcement Response Time

(response time in minutes for highest-priority calls among five municipal police departments in Greater Phoenix, 1993-97)



Source: information from Phoenix, Peoria, Glendale, Mesa and Chandler police departments, compiled by Morrison Institute, 1998.

What the indicator is:

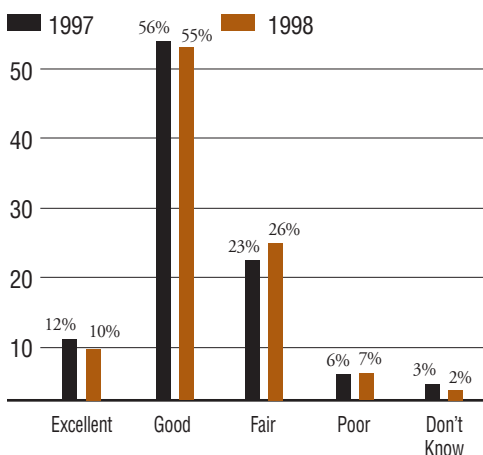
The speed and efficiency of police response impacts many citizens' sense of security, and thus, their quality of life. The data provided for this indicator came from five of Greater Phoenix's largest police departments which together provide public safety assistance to more than 75% of the area's population.

Data listed are for the highest priority calls. Response time is measured from the time the call is received to the arrival of the first unit or officer on the scene.

What the data say:

The average response time for emergency police calls in Greater Phoenix was faster for the second straight year in 1997. Although the figure has remained fairly constant through the period, response time dropped below five minutes for the first time since 1993.

Perception of Law Enforcement Quality in Greater Phoenix



What residents of Greater Phoenix think:

As in the 1997 survey, the majority of Greater Phoenix residents in 1998 (55%) believe that law enforcement quality is "good." One-third of respondents, however, believe local police quality is only "fair" or "poor."

When comparing responses on the quality of police question among the various sub-regions of the Greater Phoenix area, those in the southwestern portion show the lowest approval: 40% reported "fair" or "poor."

	Phx	NW	NE	SE	SW
Excellent	9%	41%	52%	43%	25%
Good	56%	43%	34%	40%	34%
Fair	28%	27%	24%	23%	26%
Poor	4%	6%	6%	7%	14%
Don't know	3%	2%	2%	2%	0%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.



Economy

9% of Greater Phoenix residents believe the state of the region's economy is the most important factor in our quality of life.

Economy	'97 Survey	'98 Survey
% of residents indicating "most important"	8%	9%
category rank	5th	4th

1998 Economy Indicators

Cost of Living

Perception of Change in Cost of Living

Per Capita Personal Income

Perception of Change in Income

Unemployment Rate

Perception of Job Security

Special Focus: Job Satisfaction

Special Focus: Internet Connectivity

Education

Families and Youth

Public Safety and Crime

ECONOMY

Health/Health Care

Environment

Transportation and Mobility

Arts, Culture and Recreation

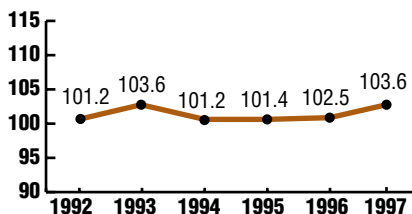
Community

Cost of Living

(in selected western regions, 4th quarter 1997)

	1997
LOS ANGELES/LONG BEACH	117.6
PORTLAND	107.3
DENVER	105.9
GREATER PHOENIX	103.6
U.S. AVERAGE	100.0
DALLAS	98.2

Cost of Living Trend in Greater Phoenix



Source: American Chambers of Commerce Researchers Association (ACCRA). A score of 100 is the average of all places in the national survey. Data for San Diego, Seattle, San Jose and Houston are not available.

What the indicator is:

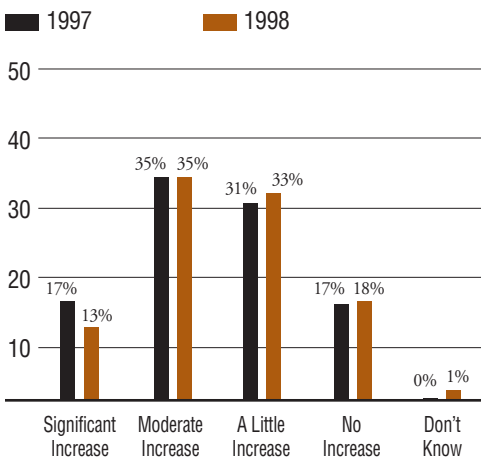
Like the expense of a monthly mortgage or rent payment, the overall cost of living in a region can profoundly affect the personal quality of life of individuals and families. A high cost of living often means additional income is needed to meet basic needs.

For the past 30 years, the ACCRA Cost of Living Index has been comparing the costs of goods and services in metropolitan and non-metropolitan areas in the United States. Items counted in the ACCRA Index include: groceries, housing, utilities, transportation, health care, and miscellaneous goods and services. The average for all locations in the Index equals 100; thus any location with a score above 100 can be considered higher than average cost of living, and below 100 has a lower cost of living than the U.S. as a whole.

What the data say:

Greater Phoenix has the second-lowest cost of living among this group of five western peer regions in the fourth quarter, 1997. Nevertheless, because it is over 100, the cost of living in Greater Phoenix is slightly higher than average in the U.S.

Perception of Change in Greater Phoenix's Cost of Living During the Past Year



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

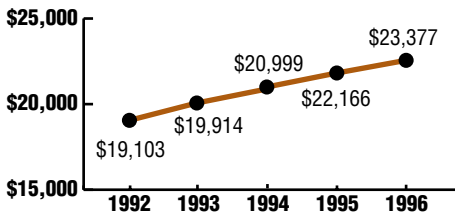
As in 1997, two-thirds of residents (68%) perceived only a little or moderate increase in the region's cost of living during the past year. Nearly 20% reported seeing no increase whatsoever in the area's cost of living.

Per Capita Personal Income

	1996	Rank*
SAN JOSE	\$35,395	4
SEATTLE	\$31,372	13
DENVER	\$29,234	24
DALLAS	\$28,513	29
HOUSTON	\$27,195	39
PORTLAND	\$26,228	53
LA-LONG BEACH	\$24,945	75
SAN DIEGO	\$24,282	91
GREATER PHOENIX	\$23,377	121

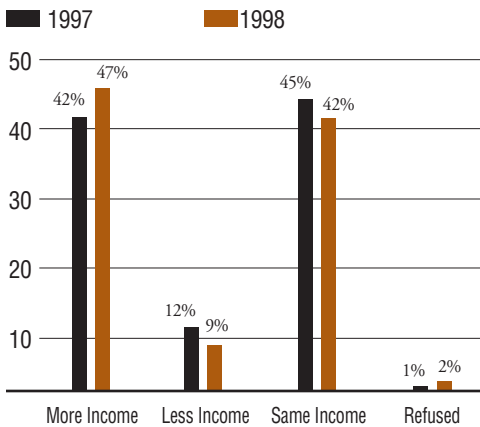
* out of 320 U.S. metropolitan statistical areas ranked.

Per Capita Personal Income in Greater Phoenix



Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1998.

Residents' Perception of Change in Own Household Income During the Past Year



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What the indicator is:

Working in combination with the region's cost of living influences, the level of income an individual or family enjoys often determines whether they meet basic needs, or live in greater luxury.

Per capita personal income (PCPI) is calculated by dividing the annual total income of residents in the region by the number of residents. Figures from the U.S. Bureau of Economic Analysis (BEA).

What the data say:

Greater Phoenix continues to rank very low on per capita personal income, both among its western counterparts and in the U.S. as a whole. The 1996 per capita figure of \$23,377, which represented a 5.4% increase over 1995, still lags behind the national metropolitan average by more than \$2,000.

Reasons frequently cited for this region's relatively poor PCPI are a low employment-to-population ratio (i.e., fewer people work), and a higher proportion of employment in below-average wage industries. The so-called "sunshine factor", the theory that people are willing to work and live here for less money because of the favorable weather, is also often cited as a factor.

What residents of Greater Phoenix think:

Consistent with the rise in PCPI during recent years, a slightly higher proportion of Greater Phoenix residents reported "more income" in 1998 than in 1997. Almost half of those responding in 1998 said they brought in more income last year, while fewer than one in ten said their household income went down.

Unemployment Rate in Selected Western Regions

1996	1997	
3.8%	2.8%	DENVER
3.7%	3.0%	GREATER PHOENIX
5.0%	3.3%	SEATTLE
4.0%	3.7%	DALLAS
5.3%	4.2%	SAN DIEGO
4.5%	4.3%	PORTLAND
5.2%	5.0%	HOUSTON
8.2%	6.8%	LOS ANGELES/LONG BEACH

(Data for San Jose, Ca. were not available)

What the indicator is:

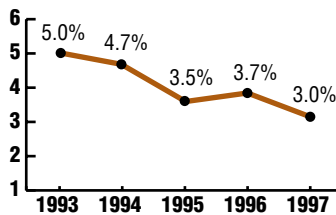
The general economic health of a region is often reflected in unemployment figures. If the economy is strong, demand for goods and services puts more people to work, and unemployment declines.

The U.S. Bureau of Labor Statistics publishes quarterly unemployment data for the U.S. and major metropolitan areas. The figures reported are annual unemployment rate data.

What the data say:

In 1997, only the Denver metropolitan region enjoyed a lower unemployment rate than Greater Phoenix among this list of eight western peer regions. In addition, the Phoenix metro area experienced a drop of seven-tenths of a percent in the unemployment rate during 1997. Unemployment in the region has been below 5% in the last four consecutive years.

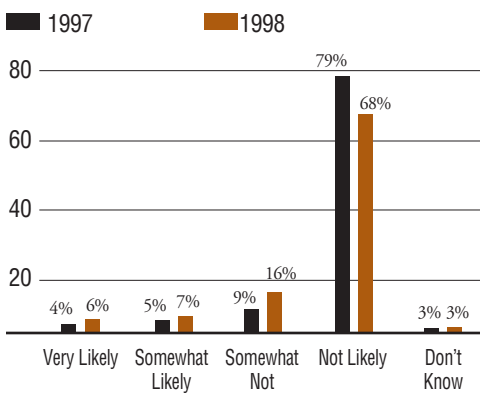
Unemployment Rate Trend in Greater Phoenix



Source: U.S. Bureau of Labor Statistics, 1997.

Residents' Perceptions of Possibility of Losing Their Job or Being Laid Off in the Coming Year

(n=660 employed persons in 1998, 676 in 1997)



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Despite the strength of the regional employment picture and recent unemployment rate trend, slightly fewer residents of Greater Phoenix indicated a strong sense of job security in the 1998 Morrison Institute/*Arizona Republic* Quality of Life Survey.

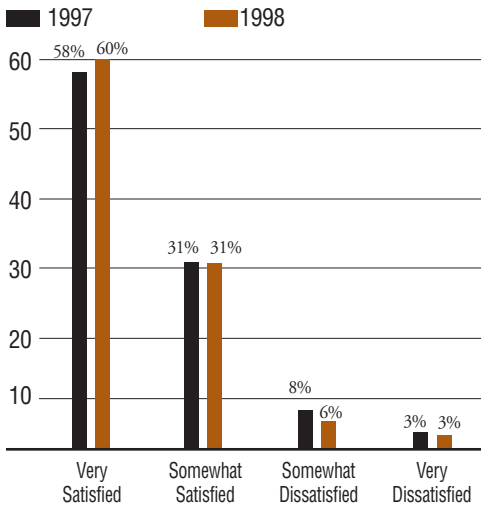
Although the majority still believe the likelihood of losing their job in the coming year is slim, those indicating it was absolutely “not likely” to occur dropped from 79% to 68%.

Note: Because this question was asked to only a sub-sample of the 1,024 residents in the survey, the margin of error is somewhat greater than +/- 3.0%.

SPECIAL FOCUS: JOB SATISFACTION

Job Satisfaction Among Residents of Greater Phoenix

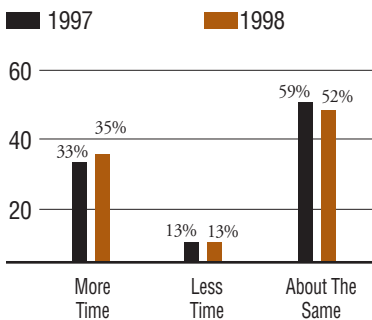
(n=660 employed persons in 1998, 676 in 1997)



Income (thousands)	<\$30	\$30-49	\$50-74	>\$75
Very Satisfied	42%	63%	59%	65%
Somewhat Satisfied	43%	27%	32%	26%
Somewhat Dissatisfied	7%	7%	4%	8%
Very Dissatisfied	4%	2%	4%	1%
Don't Know	4%	0%	0%	0%

Residents' Perception of Amount of Time Spent at Work During the Past Year

(n=660 employed persons in 1998, 676 in 1997)



Income (thousands)	<\$30	\$30-49	\$50-74	>\$75
More Time	33%	36%	30%	46%
Less Time	11%	10%	21%	6%
About The same	56%	54%	49%	48%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Nearly identical job satisfaction responses were indicated by employed Greater Phoenix residents in both the 1997 and 1998 Quality of Life Surveys. Combined, more than 90% expressed satisfaction with their work at either the “somewhat” or “very” satisfied level.

When considering responses by self-reported income level, however, some disparity is revealed. Forty-two percent of those who indicated they earned less than \$30,000 per year were “very satisfied” with their job, while 65% of those earning \$75,000 or more responded similarly. Only about 1% of those in the highest income bracket said they were “very dissatisfied” in their job.

Spending more time at work apparently has little affect on how individuals feel about their job satisfaction: while more than a third reported spending more time at work last year, fewer than 10% overall reported being dissatisfied with their job.

Income, however, does appear to affect the amount of time spent at work: while nearly half (46%) of those in the highest income category reported spending “more time” on the job during the previous year, only a third (33%) of those in the lowest income category said the same.

**SPECIAL FOCUS:
INTERNET CONNECTIVITY**

Internet Hosts Per Capita

(internet hosts per 1,000 population in selected western counties, 1997)

County (major city)	1997
Santa Clara (San Jose, CA)	398.60
Denver (Denver, CO)	85.27
San Diego (San Diego, CA)	61.60
King (Seattle, WA)	46.47
Dallas (Dallas, TX)	35.90
Multnomah (Portland, OR)	33.77
Maricopa (Greater Phoenix)	24.40
Harris (Houston, TX)	22.09
Los Angeles (Los Angeles, CA)	21.72

Source: Matrix Information and Directory Services (MIDS), Matrix Maps Quarterly 402. For further information about this data, contact mids@mids.org.
Note: the counties listed here do not correspond directly to metropolitan statistical areas (MSAs) for the major city listed in parentheses.

What the indicator is:

An “Internet host” is a computer system through which a user can access the Internet. However, because multiple computers may access the internet through a single host (such as at a work location or university), the number of hosts does not correspond to the number of users or to the number of computers.

Thus, although it does not describe total Internet usage, this indicator does enable a uniform and broad comparison of the level of Internet use and connectivity in various regions.

This indicator is included as a Special Focus in this year’s *What Matters* because it describes what many believe to be an important learning and commerce tool of the future.

What the data say:

Perhaps unsurprisingly, the Santa Clara County area of Northern California (Silicon Valley) leads this group of U.S. western counties in Internet connectivity with nearly 400 hosts per 1,000 population in 1997.

Although Greater Phoenix has tried to adopt the “Silicon Desert” moniker because of the high-tech expansion and location of a number of important companies to the region, it severely lags in terms of Internet connectivity. At just over 24 Internet hosts per 1,000 people, Greater Phoenix ranks third from the bottom among this list of western peers, and is far behind Seattle, San Diego, Denver, and San Jose.

According to the source of the data (MIDS), however, our region did experience an estimated 80%-100% growth rate in Internet hosts between January 1996 and January 1997.



Health/Health Care

8% of Greater Phoenix residents believe that health and health care is the most important factor in our quality of life.

Health and Health Care	'97 Survey	'98 Survey
% of residents indicating "most important"	9%	8%
category rank	4th	5th

1998 Health/Health Care Indicators:

Persons Reporting No Health Insurance

Selected Causes of Death

Current Accreditation Status of Hospitals

Perception of Hospital Quality

Current Accreditation Status of Healthcare Plans

Perception of Healthcare Quality

Education

Families and Youth

Public Safety and Crime

Economy

HEALTH/HEALTH CARE

Environment

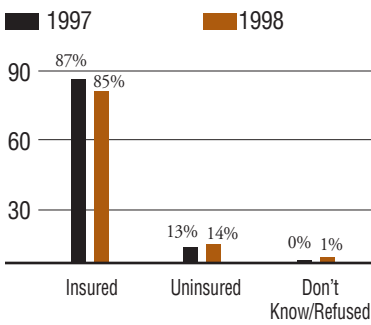
Transportation and Mobility

Arts, Culture, and Recreation

Community

Residents of Greater Phoenix Reporting No Health Insurance

(n=1,024)



Children/No Child Insured Uninsured Don't Know Refused

No Children	88%	12%	0%
1 Or More	82%	18%	1%

Age Insured Uninsured Don't Know Refused

18-34	77%	22%	1%
35-54	87%	12%	1%
55+	95%	4%	1%

Income Insured Uninsured Don't Know Refused

<\$30,000	74%	24%	2%
\$30,000	84%	16%	0%
\$50-74,999	90%	10%	0%
>\$75,000	95%	5%	0%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What the indicator is:

Health insurance enables families and individuals to obtain prompt treatment for illness and injury. A lack of access to health care is often linked to a variety of problems including premature and underweight babies, which can, in turn, cause lifelong health problems for the child.

What the data say:

In 1989 and 1995, Arizona's Flinn Foundation commissioned statewide surveys of residents to identify the percentage with and without any type of health insurance. The most recent Flynn survey in 1995 showed approximately 15% of state residents lacking health insurance.

In 1997 and 1998, the Morrison Institute/*Arizona Republic* Quality of Life surveys have also sought health insurance coverage information for residents of Greater Phoenix. Although this metropolitan region enjoys more prosperity than the state as a whole, the percentage of residents without any type of health insurance is virtually identical to the state percentage. Roughly 14% of Greater Phoenix residents report no health insurance.

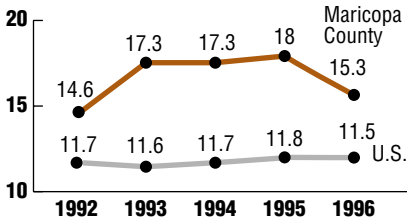
When considering the question of health insurance coverage among those with and without children in Greater Phoenix, a slight gap is revealed: those with children more frequently report not being insured.

Age and income also appear to be important factors in whether or not one has health insurance. Those in the lowest age and income brackets report more frequently that they lack any type of health insurance.

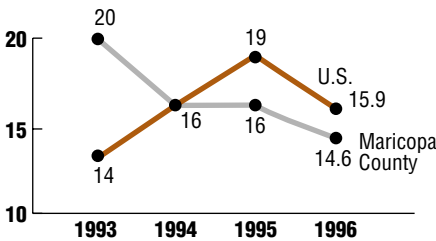
Selected Causes of Death

(rates per 100,000 residents in Maricopa County and the U.S., 1992-1996)

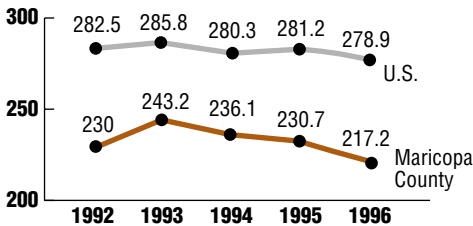
Suicide



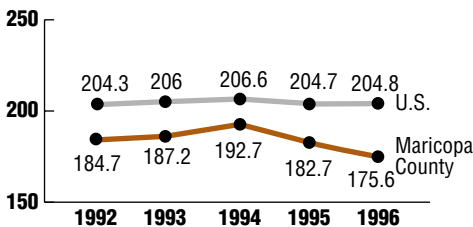
Motor Vehicle Crash



Heart Disease



Cancer



Source: Arizona Department of Health Services and Arizona Department of Transportation, 1997.

What the indicators are:

Because they are broad indicators and fairly common causes of death, the rates of death from suicide, motor vehicle crash, heart disease, and cancer can be used to gauge trends in the overall health of the region's citizens. Of course, each of these indicators can be affected by unique demographics and other regional characteristics (i.e., an older population, higher speed limits, environmental factors, etc.).

What the data say:

After four years of comparatively high suicide rate data for the region, 1996 recorded a sizable rate decrease. Despite this one-year downturn, Greater Phoenix still far outpaces the rest of the nation in the per capita rate at which people kill themselves.




With regard to death from motor vehicle crash, Greater Phoenix again saw substantial improvement between 1995 and 1996, to a rate which is now lower than that for the nation as a whole. It remains to be seen, however, what effect if any the recent increase in Arizona highway speed limits will have on this rate in future years.

Greater Phoenix experienced a third consecutive year of decrease in the heart disease death rate, an indicator in which Maricopa County stands well below the U.S. average.

In addition, a second consecutive year of decline in the regional death rate by cancer ("malignant neoplasms") was recorded in 1995-96. Again, Greater Phoenix is lower than the national norm for this indicator.

Current Accreditation Status of Hospitals

(in Greater Phoenix, 1998)

Accredited with Commendation	9	
Accredited	12	
Accredited with Recommendation for Improvement	17	
Conditional Accreditation	0	
Not Accredited	0	

Source: Joint Commission on Accreditation of Healthcare Organizations, 1998. For detailed information on which hospitals are included here, visit www.jacho.org

What the indicator is:

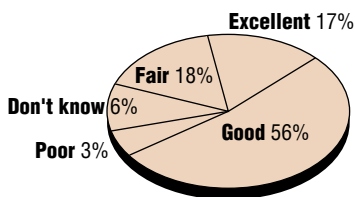
For two consecutive years, the residents of Greater Phoenix have indicated through the survey conducted for this project that the quality of the region’s health care facilities are important to the region’s overall quality of life.

The Joint Commission on Accreditation of Health Care Organizations provides data that enable citizens to gauge the quality of these institutions. The Joint Commission evaluates the nation’s hospitals through an intensive process in which a team of surveyors spends as many as five days in a hospital, evaluating the performance of the key functions that support patient care. The survey team examines performance documentation, interviews organization leaders, visits patient care settings, and discusses specific functions with hospital staff. Hospital accreditation is re-evaluated by the Joint Commission every three years.

What the data say:

How good are Greater Phoenix’s hospitals? All 38 of the region’s major hospitals have completed the Joint Commission’s accreditation process, with roughly one-quarter (9 of the 38) receiving the highest possible rating: Accreditation with Commendation, an honor bestowed upon only 10% of all hospitals nationwide. Although 17 local hospitals are Accredited with Type 1 Recommendation, this type of accreditation is routine, and requires resolution of the recommendation(s) within a given time period. No Greater Phoenix area hospitals have been given “conditional accreditation” or been denied accreditation by the Joint Commission.

Residents’ Perception of Hospital Quality in Greater Phoenix



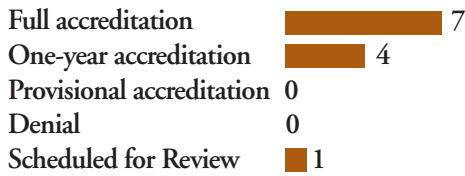
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

New to the Quality of Life Survey in 1998, the majority of residents in Greater Phoenix believe that our region’s hospitals are good (56%). Roughly equal numbers indicated that our hospitals are either “excellent” (17%) or “fair” (18%), while only 3% of residents said our local hospitals are of “poor” quality.

Current Accreditation Status of Health Care Plans

(in Arizona, 1998)



Source: National Committee for Quality Assurance, 1998.

What the indicator is:

Like the Joint Commission, the National Committee for Quality Assurance (NCQA) performs quality surveys of health care plans around the nation. The NCQA provides a three-year accreditation to those plans/HMOs that have met or exceeded quality standards.

Because many of Arizona’s healthcare plans operate statewide and not just in Greater Phoenix, the NCQA data presented here are for all accredited health care plans operating in the State of Arizona.

What the data say:

Seven out of 11 health care plans in Arizona are currently in full accreditation status with the NCQA. The remaining four plans have a one-year accreditation, a common rating given to those health care plans that have well-established quality improvement programs and which have met most of the standards. With one-year accredited plans, NCQA provides a list of recommendations and re-evaluates the plan 12 months later to identify progress toward full accreditation. Currently, one Arizona health care plan is scheduled for review. For detailed information on which specific plans are included in this list, visit www.ncqa.org.

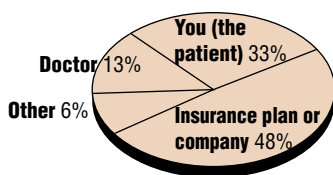
Perception of Healthcare Quality in Greater Phoenix

(n=1,024)



“Who do you believe has the most say about the healthcare you receive?”

(n=1,024)



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

In a new question to the Quality of Life Survey in 1998, residents were asked their opinion of the quality of the healthcare they receive in Greater Phoenix. Forty-four percent indicated a generally favorable or “good” opinion, while more than one-quarter (28%) said they thought the healthcare they receive is “excellent.”

Despite the high overall ratings given by residents to Greater Phoenix’ hospitals and healthcare plans, a majority expressed a feeling of powerlessness when asked about who they believe has the most say in the healthcare they receive. Almost half of all respondents (48%) indicated an insurance plan or company has the most say in decisions regarding their care, while only one-third (33%) said they believe that they — the patient — have the greatest say.



Environment

7% of Greater Phoenix residents believe the environment is the most important factor in our regional quality of life.

Environment	'97 Survey	'98 Survey
% of residents indicating "most important"	6%	7%
category rank	6th	6th

1998 Environment Indicators

Number of Days Exceeding Federal Air Quality Standards

Special Focus: Perception of Air Quality

Water Consumption

Type of Water Residents Drink at Home

Selected Land Uses

Perception of Desert Preservation Efforts

Special Focus: Urban Growth Concepts

Population Growth

Perception of Population Growth

Education

Families and Youth

Public Safety and Crime

Economy

Health/Health Care

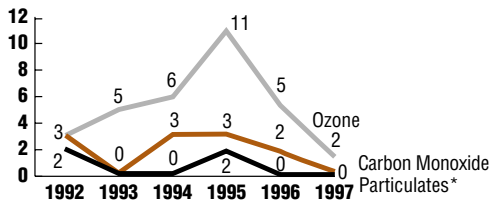
ENVIRONMENT

Transportation and Mobility

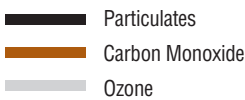
Arts, Culture and Recreation

Community

Number of Days per Year With an Exceedence of Federal Air Quality Standards
(Maricopa County, 1992-97)



*24-hour standard data
Source: Maricopa County, 1998.



What the indicator is:

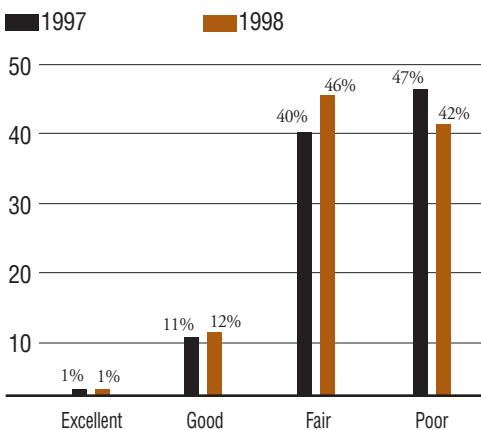
Because air pollution problems are often visible or have detrimental health affects for certain vulnerable populations, many citizens have come to regard air quality as an indicator for the overall environmental health of a region.

Three main pollutants affect air quality: carbon monoxide, ozone and particulate matter. More than 80% of carbon monoxide pollution is emitted by automobiles. Similarly, the majority of ozone pollution (not visible to the eye) also comes from cars. The highly-visible particulate pollution, which constitutes a large portion of the “brown cloud,” is made up of dust from roads, fireplaces, and vehicle emissions.

What the data say:

Although uncontrollable weather patterns have a great deal of influence over regional air quality, 1997 had few hazardous air violation days. Zero violations were recorded for particulate matter and carbon monoxide, and only two days recorded exceedence for ozone. Nonetheless, air quality continues to be one of the most contentious regional quality of life issues because of both public perception and the implications of stricter regional air quality goals set forth by the U.S. Environmental Protection Agency.

Perception of Air Quality in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

As in the 1997 quality of life survey, most residents of the region continue to hold a perception that air quality in Greater Phoenix is of “fair” or “poor” quality (88%). Just better than one out of ten residents (12%) reported they believe the region has “good” air quality; 1% said “excellent.”

**SPECIAL FOCUS:
PERCEPTION OF AIR QUALITY**

**Residents' Perception of Regional
Air Quality as a Health Hazard**

	1997	1998
EXTREMELY DANGEROUS	11%	10%
VERY DANGEROUS	20%	19%
SOMEWHAT DANGEROUS	53%	54%
NOT VERY DANGEROUS	12%	12%
NOT AT ALL DANGEROUS	3%	4%
DON'T KNOW	1%	1%

**Residents Reporting Refraining from
Certain Outdoor Activities Because
of Poor Air Quality**

	1997	1998
REFRAINED FROM OUTDOOR ACT.	33%	31%
DID NOT REFRAIN	66%	69%
DON'T KNOW	1%	

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

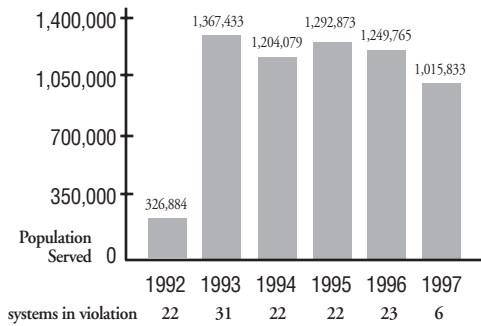
**What residents of Greater Phoenix
think:**

Varying little from the survey conducted one year ago, a majority of residents in Greater Phoenix believe that our region's air quality is at least "somewhat dangerous" to their health (54%). As in 1997, nearly three out of ten residents think the air we breathe is either "very" or "extremely" dangerous.

Also similar to the 1997 survey, a large percentage of local residents indicated that the region's poor air quality has influenced their leisure or recreational activities. About one-third of all persons in the survey (31%) said they have refrained from certain outdoor activities because of bad air.

Estimated Greater Phoenix Population Served by a Community Water System in Violation

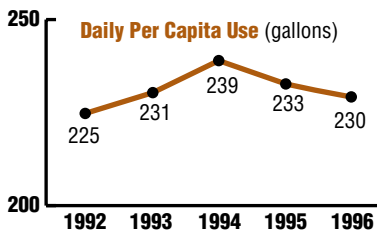
(Maricopa County, 1992-1997)



Source: Safe Drinking Water Information System, U.S. Environmental Protection Agency. Data listed are for fiscal year. Source: Arizona Department of Water Resources, 1998.

Water Consumption

(daily per capita use in gallons in Phoenix Active Management Area, 1991-96)



Source: Arizona Department of Water Resources, 1998.

What the indicator is:

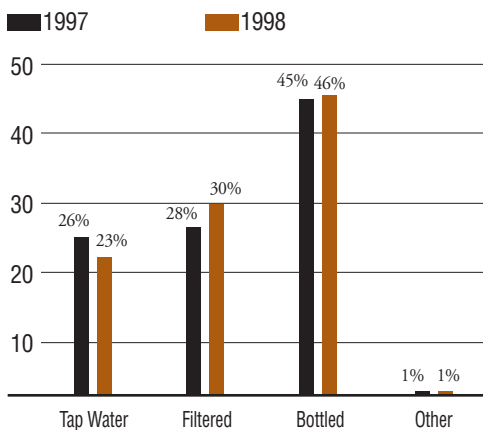
In an urbanized desert region, water is of obvious importance; our viability would be threatened without it. In 1974, Congress passed the safe drinking Water Act to ensure that every water supplier provides drinking water that meets health-based safety standards set by the EPA. The chart to the left indicates the estimated population served by a community water system that had one or more violations of EPA standards during a fiscal year. Sustainable water consumption is also integral to the future of our region. To plan for the state's continuous and future water needs, the Arizona Department of Water Resources annually estimates the per capita (individual) daily consumption of water.

What the data say:

Although not all health-based water system violations indicate an immediate cause for concern because most contaminants are unhealthful only if ingested at high levels over a lifetime, the number of people exposed to some form of health-based concern in Greater Phoenix is large. Recent years have shown a slight decline.

Water consumption shows a second consecutive year of decline in 1997. However many factors account for fluctuations in water usage, including citizen water conservation and the weather.

Type of Water Greater Phoenix Residents Report Drinking at Home



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Instead of surveying residents about their water consumption, the Quality of Life Survey gathers perceptual data about an issue that rose to prominence during the public focus groups conducted for this project: drinking water quality.

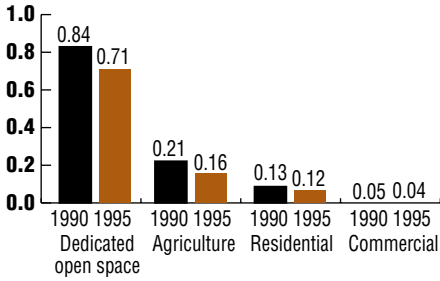
As in 1997, the vast majority of residents of Greater Phoenix (77%) regularly choose to drink water other than that which comes directly out of their tap. About three out of ten residents filter their water, while nearly half (46%) report they drink bottled water.

Selected Land Uses

(acreage in Maricopa County, 1990 and 1995)

	1990	1995
Dedicated open space	1,787,388	1,813,375
Residential	287,450	328,633
Commercial	108,768	109,863
Agriculture	448,152	411,133

Per Capita Land Use in Maricopa County



Source: Maricopa County, based on land-use reports submitted by individual cities and towns to the Maricopa Association of Governments, 1990 and 1995.

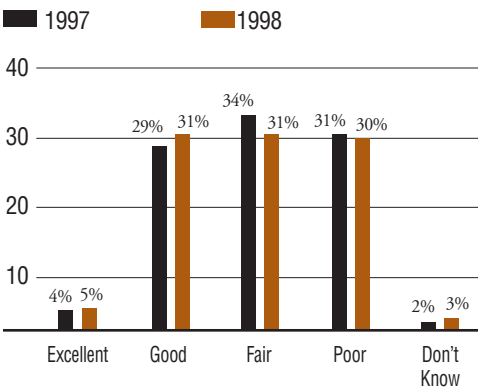
What the indicator is:

In both 1990 and 1995, the Maricopa Association of Governments (MAG) surveyed the region’s municipalities to identify a variety of land-uses. More than 24 categories were used to classify specific land uses in the region. The figures to the left reflect those land uses that are closely related to open space/desert. The category “dedicated open space” also includes mountain preserves and desert washes.

What the data say:

With the conversion of more than 42,000 acres to residential or commercial use, between 1990 and 1995 the equivalent of 0.97 acres per hour were developed (i.e., roughly “an acre an hour”). During this period, the amount of dedicated open space increased on a net-acreage basis, however, the figure actually declined on a per capita basis.

Perception of Desert Preservation Efforts



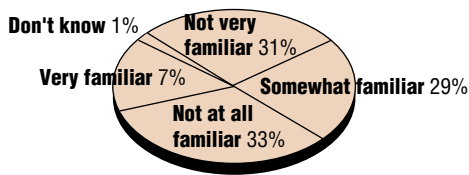
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

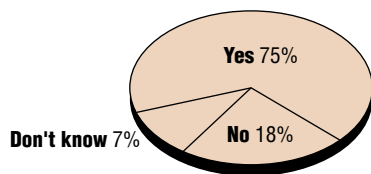
The 1998 survey data shows a negligible change in public opinion about the region’s efforts to preserve the desert environment. As in 1997, responses split roughly into thirds: a third thinks the region is doing poorly on desert preservation, a third gives a “fair” assessment, and a third believes the region is doing “good.” Only 5% indicated the region was doing an “excellent” job to preserve the desert.

**SPECIAL FOCUS:
URBAN GROWTH CONCEPTS**

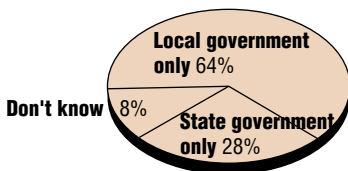
“How familiar are you with any plans to change the way urban growth is managed in the Valley?”



“Do you think that growth boundaries spelling out where development can and cannot occur should be imposed?”



“Do you think that growth should be managed by your local government or the state?”



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

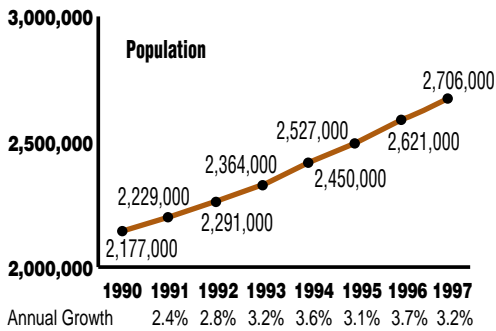
In 1998, there has been increased discussion on the editorial pages, in the legislature, and among citizens regarding the issue of managing Greater Phoenix’s physical growth differently, and how certain changes might affect regional quality of life. In light of this dialogue, several survey questions were added to the Morrison Institute/*Arizona Republic* Quality of Life Survey to assess residents’ views regarding a few of the concepts being discussed. (Note: These questions were asked of residents in May 1998, when discussions of several ballot initiatives relating to growth were still very active.)

Although nearly two-thirds of residents acknowledged being “not very” or “not at all” familiar with the specifics of any of the possible urban growth plans being brought forward, the vast majority indicated they favor the broad concept of “urban growth boundaries.” Seventy-five percent said they think boundaries should be imposed to spell out where development can and cannot occur in the region.

As a follow-up to the growth boundary question, residents were asked who they would prefer to manage growth, state or local government. Sixty-four percent indicated they think that local government, not the state, should be the primary agent responsible for growth management.

Population Estimates and Growth

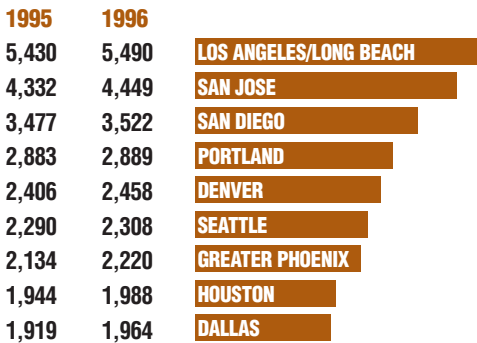
(Maricopa County, 1990-97)



Source: Center for Business Research, College of Business, Arizona State University.

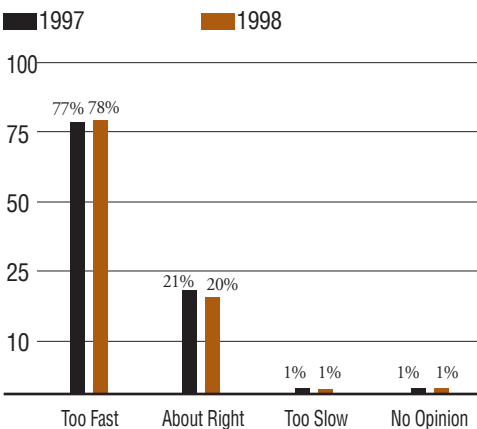
Population Density

(persons per square mile, selected western urbanized areas, 1996)



Source: U.S. Dept. of Transportation, Oct. 1997.

Residents' Perception of Population Growth in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What the indicators are:

A high rate of population growth over time can have both positive and negative influences on quality of life. In addition to the economic stimulus this additional population naturally provides, negative effects on environmental and human systems can also result.

The graph to the left depicts the Greater Phoenix region's population growth during the 1990s, as estimated by ASU's Center for Business Research.

Figures regarding population density are calculated by the U.S. Department of Transportation, and based on persons per square mile in the urbanized area of a region. "Urbanized area" refers to the portion of the metropolitan area that is built up and contains at least 1,000 persons per square mile.

What the data say:

Greater Phoenix continued a long streak of annual population growth in the 3% range in 1997. Although there was a slight decrease in the growth rate from 1996, the region added more than 85,000 residents during the year, a net increase of 232 residents per day.

The population density of Greater Phoenix increased in 1996, although roughly in proportion to its western peer regions. Los Angeles and San Jose still remain more than twice as dense as Greater Phoenix, however, Houston and Dallas are even less population-dense than this region.

What residents of Greater Phoenix think:

Virtually unchanged from the 1997 survey, 78% of Greater Phoenix residents believe that the region is growing "too fast" in 1998. About one in five (20%) think the area's population growth is "about right."



Transportation and Mobility

3% of Greater Phoenix residents believe that the region's transportation and mobility systems are the most important factors in our regional quality of life.

Transportation and Mobility	'97 Survey	'98 Survey
% of residents indicating "most important"	3%	3%
category rank	7th	7th

1998 Transportation and Mobility Indicators

Daily Vehicle Miles Traveled

Perception of Freeway System

Annual Per Capita Miles of Transit Service

Perception of Bus Transit System

Special Focus: Commute

Education

Families and Children

Public Safety and Crime

Economy

Health/Health Care

Environment

TRANSPORTATION AND MOBILITY

Arts, Culture and Recreation

Community

Daily Vehicle Miles Traveled (DVMT)

(per capita in selected western urbanized areas, 1995-96)

1995	1996	
30.0	29.8	DALLAS
25.6	25.7	HOUSTON
24.5	24.5	SEATTLE
22.7	22.2	SAN JOSE
21.7	21.7	SAN DIEGO
21.7	21.6	LOS ANGELES
20.8	21.6	PORTLAND
20.8	21.5	GREATER PHOENIX
21.2	21.0	DENVER

Source: Federal Highway Administration, data published October 1997.

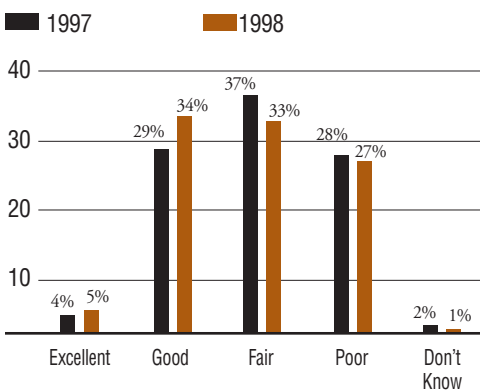
What the indicator is:

The amount of time one spends going to and from work can have a profound impact on personal quality of life. If it is a short trip, the commuter might have more time to spend with family, or simply relax. A longer commute can mean increased automobile expenses for gas and maintenance, and frequently, increased driver frustration. The Federal Highway Administration compiles regional figures for daily vehicle miles traveled (DVMT), and uses the figures as a gauge of overall travel activity on the nation’s highways. DVMT is computed by multiplying the annual average daily traffic by the mileage for all the interstates, highways and principal arterials for which the annual average daily traffic is reported. Data listed are for urbanized areas.

What the data say:

Greater Phoenix continues to be at the low end of this peer group among per capita vehicle miles traveled, according to the FHA data. At 21.5 miles per day on average, the Phoenix commuter drives roughly the same distance as his or her counterpart in Denver, Portland, Los Angeles, and San Diego. However, while the mileage is roughly similar among these regions, congestion and other unique regional conditions can have a significant impact upon how long it takes to travel the same distance in each of these regions. Thus, although the mileages are similar, the commute times may not be.

Residents’ Perception of Greater Phoenix’s Freeway System



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

The perception that Greater Phoenix residents hold regarding the regional freeway system improved slightly between 1997 and 1998. As new freeway miles continue to open, a combined 39% of area residents now rate the freeway system as either “excellent” or “good” as opposed to 33% in 1997.

Annual Per Capita Miles of Transit Service

(in selected western urbanized areas, 1996)

	1996
SEATTLE	32.9
PORTLAND	22.6
DENVER	22.3
SAN DIEGO	15.1
DALLAS	14.3
SAN JOSE	13.5
GREATER PHOENIX	9.5

Source: Federal Transit Administration Section 15 report data, compiled and provided by Regional Public Transportation Authority (RPTA), 1998.

What the indicator is:

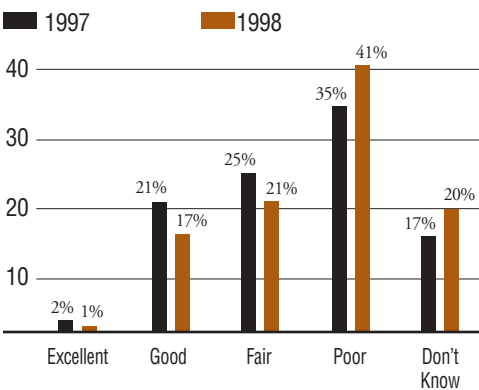
For most residents, the amount of transit service in the region affects their quality of life directly or indirectly on a daily basis. For those who use transit as a means of mobility, the impact is more direct than for those who drive and often unknowingly benefit from fewer vehicles on the road because of transit.

Comparative per capita miles of transit service provides insight into the amount of transit service offered in various regions. The figures are computed by dividing a region's total annual miles of transit by the total population for the urbanized area.

What the data say:

Per capita transit figures for 1996 show Greater Phoenix far behind this group of western peer regions, at just over 9 miles of service per capita. Seattle, Portland and Denver have more than twice as much transit service as Phoenix. The Dallas region saw a substantial increase in 1996 due to the opening of a new light rail system.

Residents' Perception of Greater Phoenix's Bus Transit System



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

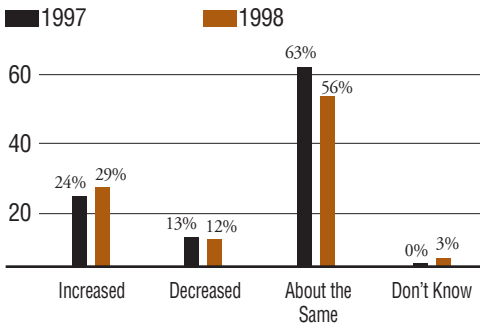
What residents of Greater Phoenix think:

While public opinion regarding the region's freeway system rose slightly between the 1997 and 1998 quality of life surveys, the perception of the regional transit system slipped. Only a combined 18% rated it either "excellent" or "good" in 1998, versus 23% in 1997. In addition, the percentage of persons who indicated they had no opinion about the quality of the regional bus transit system increased slightly in 1998 to 20%.

SPECIAL FOCUS: COMMUTE

Residents' Perceived Change in Commute Time During the Past Year

(n=660)



Reported One-Way Commute Time Among Those Who Drive Alone or Carpool

(n=580)

	1997	1998
Less than 10 minutes	22%	15%
10-20 minutes	34%	34%
20-30 minutes	23%	26%
30-45 minutes	14%	15%
45-60 minutes	5%	7%
More than 60 minutes	2%	1%
Don't know	0%	2%

Residents Indicating Their Employer Gives Them the Opportunity to Work From Home or Telecommute

(n=660)

	1997	1998
YES	27%	30%
NO	73%	70%

By Income (1998)	yes	no
<\$30,000	15%	85%
\$30-49,000	21%	79%
\$50-75,000	35%	65%
>\$75,000	49%	51%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

While a majority of survey respondents (56%) believe their commute time was about the same as the year prior, 29% reported a longer commute, up slightly from 24% in 1997.

When asked about the specific duration of their drive to work, roughly half of all respondents (49%) reported a time of less than 20 minutes. However, in comparison to 1997, one notable change stands out: In 1998, slightly fewer residents reported a commute time of less than 10 minutes (15% in 1998 versus 22% in 1997).

Once heralded as the prototype form of work in the future, telecommuting is now becoming the modern form of work. In 1998, three out of ten local survey respondents reported that their employer gives them the opportunity to do their job from home, up slightly from the 1997 survey figure of 27%.

As in the 1997 survey, responses to the telecommuting question showed a relationship to the amount of reported household income. Almost half (49%) of those reporting an annual household income above \$75,000 said they had the ability to telecommute, while 15% of those earning less than \$30,000 reported similarly.

Note: Because these questions were asked of a sub-population of the sample of 1,024, the margin of error could be greater than +/-3.0%.



Arts, Culture and Recreation

3% of Greater Phoenix residents believe that arts, culture and recreation are the most important factors in our regional quality of life.

Arts, Culture and Recreation	'97 Survey	'98 Survey
% of residents indicating "most important"	2%	3%
category rank	9th	8th

1998 Arts, Culture and Recreation Indicators:

Financial Support for the Arts

Perception of Arts and Cultural Amenities

Attendance at Art and Cultural Events, Museums

Residents Reporting a Visit to a Museum or Arts/Cultural Event

Per Capita Attendance at Professional Sporting Events

Residents Reporting Attending a Sports Event

Acreage of Parks and Golf Courses

Perception of Parks' Quality

Education

Families and Children

Public Safety and Crime

Economy

Health/Health Care

Environment

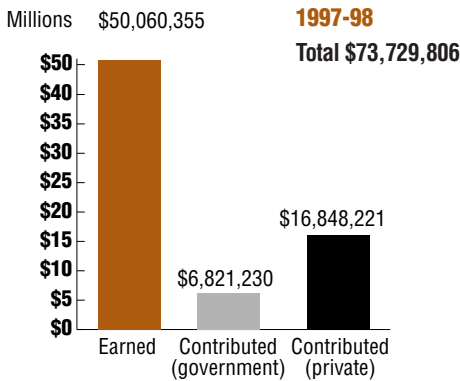
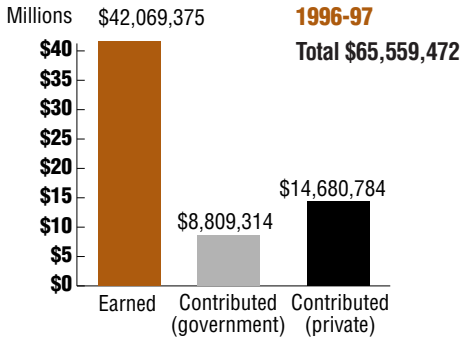
Transportation and Mobility

ARTS, CULTURE AND RECREATION

Community

Earned and Contributed Support for Major Non-Profit Arts and Cultural Institutions

(performing arts, museums, zoo, festivals and cultural facilities in Greater Phoenix, 1996-98)



Sources: Phoenix Arts Commission, Arizona Commission on the Arts, Morrison Institute for Public Policy, 1998. Data were gathered from a combination of sources including grant applications for public funds, annual reports, contacts with organizations, and public arts and cultural agencies. Since organizations' fiscal years and types and definitions of revenue differ, some reported estimates. Some of the fluctuation in the funding available from government and private sources is due to annual competitive processes, the funders' priorities, and the extent to which they match the needs of metropolitan Phoenix's institutions year to year.

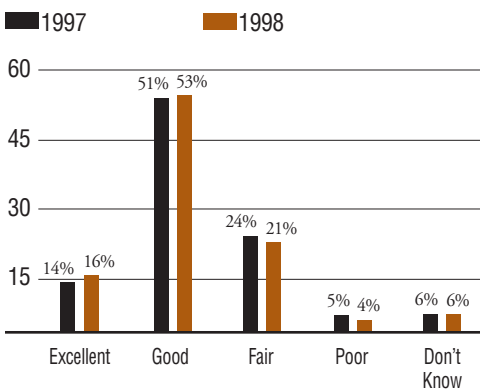
What the indicators are:

Arts and cultural institutions rely on a variety of funding sources such as ticket and merchandise sales, fundraising, contributions from individuals, corporations, and foundations, plus grants from local, state, and federal governments. Fifty-two representative arts and cultural organizations reported on public and private earned and contributed income for 1996-97 and 1997-98. The figures do not reflect endowment or investment income for the non-profit organizations nor do they include revenue from any for-profit arts and cultural organizations.

What the data say:

A substantial increase is noted in the total figure for the 52 organizations for 1997-98, with the most recent year's total 11% above 1996-97 and 13% more than 1995-96. Earned and private funds rose substantially in 1997-98 while government contributions decreased. The increase in earned and private funds can be traced to significant growth in a select number of arts and cultural institutions, stepped-up programs at various organizations, and a strong regional economy. The reduction in government funds is due more to changes in federal support, than to funding at the state and local levels. In 1997-98, the region's major state and local government sources for arts and cultural organizations (Arizona Commission on the Arts, Arizona Humanities Council, Phoenix Arts Commission, and Tempe Municipal Arts Commission) contributed over \$3 million to arts organizations in Maricopa County and across Arizona.

Residents' Perception of the Quality of Arts and Cultural Amenities in Greater Phoenix

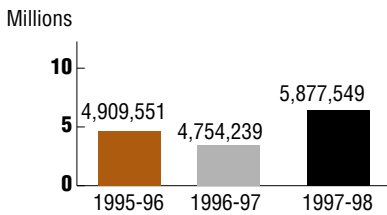


What residents of Greater Phoenix think:

Residents' perceptions of the quality of local arts and cultural amenities went up slightly in 1998, with a combined 69% reporting either "excellent" or "good," up from 65%. A combined one in four residents believe that the quality of arts and culture in Greater Phoenix is "fair" or "poor."

Attendance at Arts and Cultural Events

(in Greater Phoenix, 1995-98)



Sources: Phoenix Arts Commission, Arizona Commission on the Arts, Morrison Institute for Public Policy, 1998.

What the indicator is:

It has been said that a community can be judged by its commitment to the arts and culture. In Greater Phoenix, arts and cultural institutions, and their support from the public, continue to grow.

Total attendance was derived from 52 representative non-profit arts and cultural organizations located throughout the Valley.

What the data say:

Attendance at arts and cultural events is growing. Although the 1996-97 figure dipped slightly from the previous year, 1997-98 participation increased notably. Attendance has grown approximately 15% in two years. Nearly 6 million residents and visitors participated in the cultural life of Greater Phoenix in 1997-98.

Residents Reporting A Visit to a Local Museum or Attending a Local Arts or Cultural Event During the Past Year

	1997	1998
YES	67%	71%
NO	33%	29%

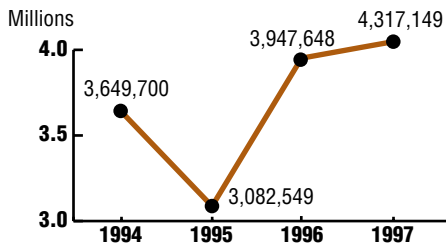
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Perhaps consistent with the slight rise in the positive perception of arts and cultural quality in the region, more residents reported in 1998 that they have recently attended an arts event or visited a local museum. More than seven out of ten residents indicate they visited a local arts/cultural institution or museum during the past year.

Attendance at Professional Sporting Events

(in Greater Phoenix, 1994-97)



Per Capita 1.54 1.27 1.58 1.59

Sources: Individual teams, Maricopa County Sports Commission and Morrison Institute for Public Policy, 1997.

What the indicator is:

For many, professional sports teams exist as symbols of community pride, and thus, they can reflect on a region’s quality of life. As of 1998, Greater Phoenix enjoys a “big city” sports distinction shared by only a handful of other U.S. metropolitan areas: a professional sports franchise in the four major sports (basketball, football, hockey, and baseball).

Per capita attendance is computed by dividing the total attendance at all professional sports events by the region’s population. The 1997 data include attendance figures from the Arizona Cardinals, Arizona Rattlers, Cactus League Spring Training, Phoenix Coyotes, Phoenix Firebirds, Phoenix International Speedway, Phoenix Mercury, the Phoenix Open, and the Phoenix Suns. Because they began play in spring, 1998, figures for the Arizona Diamondbacks will be included in the 1998 computation of this indicator.

What the data say:

Total attendance at Greater Phoenix professional sporting events climbed higher in 1997, to more than 4,000,000. In addition, the per capita attendance figure rose as well, despite an overall population growth rate in the region greater than 3%. With the addition of the Arizona Diamondbacks, professional sporting attendance should jump significantly in 1998.

Residents Reporting Attending a Major College or Professional Sporting Event in Greater Phoenix During the Past Year

	1997	1998
YES	50%	53%
NO	50%	47%

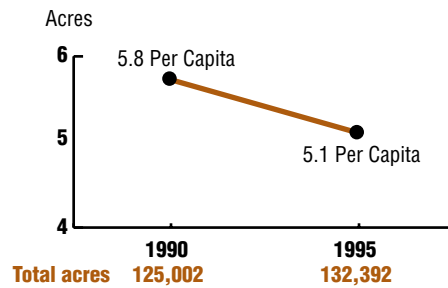
Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Perhaps consistent with the excitement generated by the new teams and the increase seen in per capita attendance, the percentage of persons indicating they have recently attended a major sporting event in Greater Phoenix rose slightly from 50% in 1997 to 53% in 1998. This increase, however, is within the surveys’ +/-3.0% margin of error.

Acreage of Parks and Golf Courses*

(per 1,000 residents in Maricopa County, 1990 and 1995)



Source: Data provided by individual cities to Maricopa County in 1990 and 1995. Rate calculated by Morrison Institute for Public Policy, 1997.

* Parks do not include designated open spaces

What the indicator is:

Outdoor parks serve an important role in any region’s quality of life. In addition to providing citizens with a place to walk the dog or have a picnic, parks also enable a convenient escape from the urban environment.

The acreage of park and golf course land in Greater Phoenix (not including dedicated open spaces) provides an indicator of the amount of land residents have available for immediate recreation. The acres per 1,000 residents figure is computed by dividing the total acreage of parks and golf courses by the total population. Data are from Maricopa County, provided by individual cities in 1990 and 1995.

What the data say:

Measured only every five years through a land use survey of the region’s municipalities, the total acreage of park and golf course land increased by more than 7,000 acres between 1990 and 1995. Despite this increase, however, the per capita average of park recreational land actually decreased during the period because of a significant population increase.

Residents Reporting Using a Public Park in Greater Phoenix During the Past Year

	1997	1998
YES	77%	79%
NO	23%	21%

What residents of Greater Phoenix think:

The percentage of residents reporting using a public park in the last year changed little from 1997 to 1998. Nearly four out of five residents (79%) say they have used a park recently.

Residents’ Perception of Public Park and Recreational Area Quality

	1997	1998
Excellent	19%	16%
Good	59%	63%
Fair	15%	15%
Poor	4%	2%
Don’t Know	3%	4%

What do residents think about the overall quality of the region’s public parks and recreation areas? As in 1997, nearly 80% believe the parks are either “excellent” or “good” in 1998. Only about one in five (17%) hold an opinion which is less than good.

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.



Community

2% of Greater Phoenix residents believe that community is the most important factor in our regional quality of life.

Community	'97 Survey	'98 Survey
% of residents indicating "most important"	2%	2%
category rank	8th	9th

1998 Community Indicators:

Per Capita Contributions to United Way

Perception of How Business Gives Back to Community

Volunteerism at 20 Agencies and Organizations

Reported Volunteerism

Special Focus: Sense of Community

Hate Crimes

Perception of Racism Problem

Voter Turnout

Perception of Local Government Quality

Taxes and Tax Burden

Perception of Tax Burden

Education

Families and Youth

Public Safety and Crime

Economy

Health/Health Care

Environment

Transportation and Mobility

Arts, Culture and Recreation

COMMUNITY

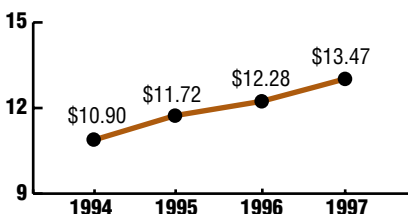
Per Capita Contributions to United Way

(in selected western regions, 1996 and 1997)

1996	1997	
\$30.62	\$36.78	SEATTLE
\$16.72	\$17.58	DALLAS
\$15.78	\$15.47	DENVER
\$13.70	\$14.74	SAN JOSE
\$12.28	\$13.47	GREATER PHOENIX
\$11.42	\$11.92	PORTLAND
\$8.27	\$8.34	SAN DIEGO

Trend in Annual Per Capita Contributions to United Way in Greater Phoenix

(Valley of the Sun United Way)



Source: Valley of the Sun United Way 1998.

Data for Houston were unavailable.

What the indicator is:

For many residents, quality of life has more to do with obtaining basic needs than with attending sporting events and the quality of local colleges and universities. More than 1,300 local United Way organizations exist in the U.S. to coordinate donations, volunteers, programs and deliver services to the needy.

Although not all charitable giving is done through the United Way organizations, per capita giving to this organization provides a good gauge of the level of charitable giving in a region, and uniform data for other regions makes inter-regional comparison simple.

Per capita contributions to regional United Way organizations are computed by dividing the total amount of contributions in the region by the total population.

What the data say:

United Way giving increased in Greater Phoenix by \$1.19 on a per capita basis between 1996 and 1997, a net increase surpassed only by Seattle and San Jose. The trend in per capita United Way giving locally has shown tremendous growth since 1994: up about 24% over the four-year period. On a comparative basis, however, Greater Phoenix still stands third to last among this group of western peer regions.

Residents' Perception of How Business Does in Giving Back to the Community



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

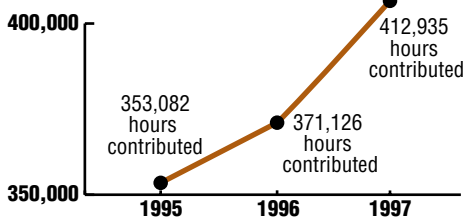
What residents of Greater Phoenix think:

In a new question for 1998, residents were asked how they think Greater Phoenix's business community does in giving back to the larger community (i.e., through corporate giving to causes such as the United Way, volunteerism in the community, and other ways).

Overall, most residents believe the business community does either a "good" or "fair" job in giving back (combined 74%), while about 12% said the business community does poorly. The smallest percentage of residents said "excellent" (5%).

Volunteerism

(total hours contributed to 20 agencies and organizations in Greater Phoenix, 1995-97)



increase '95-96: +5.1%

increase '96-97: +11.2%

Source: Fax survey of 20 local agencies and organizations, conducted by Morrison Institute for Public Policy, 1997 and 1998.

What the indicator is:

The amount of volunteerism in a region is an indicator of how much people are willing to give back to make their community a better place to live.

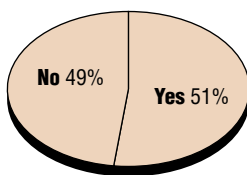
The figures corresponding to this indicator have been computed from the results of two non-scientific surveys administered in 1997 and 1998 to a benchmark group of 20 organizations in Greater Phoenix (including public, private, government, faith) who use volunteers regularly and have indicated they could use more volunteers.

Although the numbers presented here do not present the complete picture of volunteerism in the region, they do provide a gauge that can be tracked from year to year to obtain a sense of how people are giving back to the Greater Phoenix community.

What the data say:

The number of volunteer hours contributed to the benchmark group of Greater Phoenix organizations rose by more than 40,000 between 1996 and 1997, an 11% increase. For the second straight year, the growth in the rate of volunteer hours contributed to this benchmark group outpaced the region's population growth rate.

Residents Reporting Volunteering Time to a Local Non-Profit or Charity in Past Year



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

According to the 1998 Morrison Institute/*Arizona Republic* Quality of Life Survey, about one out of two residents in Greater Phoenix indicated they had volunteered their time to a local non-profit or charity organization during the past year.

**SPECIAL FOCUS:
SENSE OF COMMUNITY**

In/Out Migration

(in Maricopa County, 1994-97)

	1994*	1995	1996	1997
POPULATION IN	169,000	163,000	180,000	169,000
POPULATION OUT	105,000	110,000	110,000	111,000
NET	+64,000	+53,000	+70,000	+58,000
RATIO IN/OUT	1.61	1.48	1.64	1.52

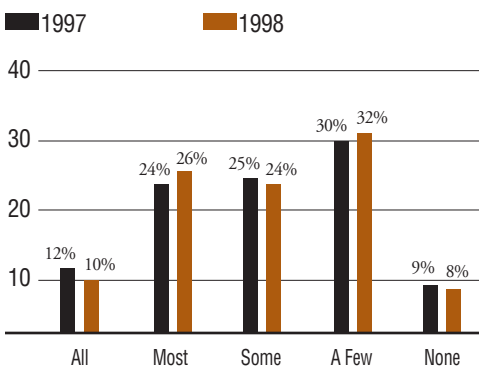
Source: Center for Business Research, L. William Seidman Research Institute, College of Business, Arizona State University.

*Data listed is for fiscal year.

**Residents Who Report a Sense of Community
With Other Members of Their Neighborhood**

	1997	1998
YES	66%	66%
NO	31%	31%
NO OPINION	3%	3%

**Number of Neighbors Residents Say They
Know by Name**



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What the indicator is:

Greater Phoenix’s rapid population growth in recent years has many residents questioning the state of “community” in the region. Some have wondered whether the region’s quality of life has suffered because of a lack of a sense of community.

Arizona State University’s Center for Business Research tracks the transiency of the region’s population by calculating in/out migration statistics. The table to the left indicates the estimated population in and out for Maricopa County, 1994 through 1997. As the table shows, approximately 460 people moved to the region every day of 1997 (169,000 divided by 365 days of the year), while more than 300 people left on a daily basis. One key question that goes unanswered in this data is: Who is leaving? Is it those who have lived here for only a short period of time, or those who have been long-time or even life-long residents?

What residents of Greater Phoenix think:

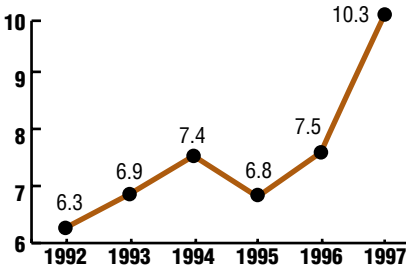
The Morrison Institute/*Arizona Republic* Quality of Life Survey uses two questions to gauge the sense of community in the region.

In 1998, similarly to 1997, about two-thirds of the region’s residents reported “a sense of community” with the other members of their neighborhood. Only about three out of ten said they do not feel a connection to their immediate neighbors.

When asked how many of their neighbors they know by name, the majority answered either “most” or “some” (50% combined). While one in ten residents indicated they know virtually “all” of their neighbors by name, a similar percentage (8%) said they know “none” of the people who live nearby.

Hate Crimes

(“bias offenses” rate per 100,000 residents in Maricopa County, 1992-97)



Number of Incidents: 142 160 175 174 200 279

Source: Arizona Department of Public Safety, 1998.

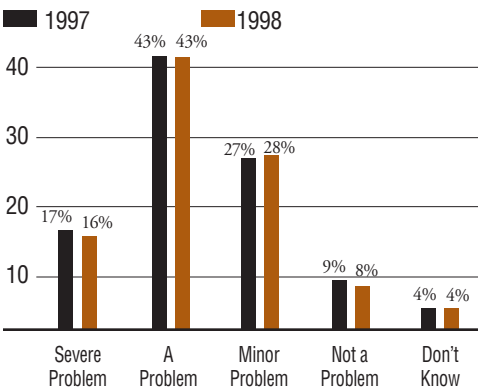
What the indicator is:

Similar to “sense of community,” the level of racial tolerance among citizens in a region can be very important to a general sense of positive quality of life. In the early 1990s, the FBI began to collect uniform data for “bias offenses” or hate crimes. Because of the difficulty in ascertaining motive for many crimes, and the fact that many bias crimes are probably not reported, it is reasonable to assume that more hate crimes occur than are reported in these data.

What the data say:

In 1997, the raw number of hate crimes rose in the region from 200 to 279, a one-year increase of nearly 40%. Similarly, the rate of hate crimes per capita rose from 7.5 incidents to 10.3 incidents per 100,000 residents in the region. Caution should be used, however, in interpreting these figures to read that the level of racial intolerance in the region is dramatically on the rise. Although it is possible that the rate of hate crimes is increasing, the apparent rise in the data may also be the result of local police becoming more skilled in identifying and documenting hate crimes, and more people reporting such crimes.

Perception of Racism in Greater Phoenix



	White	Non-White
Severe problem	14%	23%
A problem	40%	54%
Minor problem	33%	15%
Not a problem	9%	6%
Don't know	4%	2%

Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

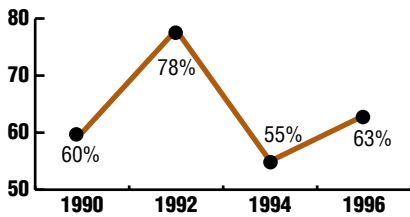
What residents of Greater Phoenix think:

When asked about the level of racism present in the region, residents responded nearly identically in 1997 and 1998. The vast majority of all citizens (59%) believe that racism is either a “problem” or a “severe problem.” Only one out of ten residents believe that racial intolerance is “not a problem.”

The disparity between White residents and Non-White residents on this question is notable. More than three-quarters of those in the survey who identified themselves as of a minority race or ethnicity believe that racism is “a problem” or “severe problem,” while only slightly more than one out of two persons identifying themselves as White believe similarly.

Voter Turnout

(in Maricopa County, 1990-1996 general elections)



Turnout as a percentage of total population over age 18

1990	1992	1994	1996
41%	55%	38%	43%

Source: Maricopa County Recorder, Elections Department, 1997.

What the indicator is:

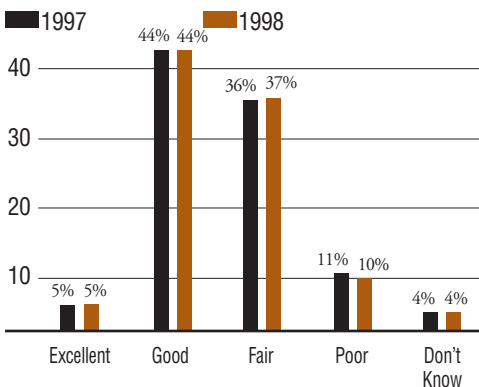
What does government have to do with quality of life? Because it affects so many aspects of daily life from trash collection, to roads and highways, to social services governments can profoundly affect the way citizens feel about their community.

One simple gauge of how citizens perceive their government is voter turnout for elections. Although citizen participation in electoral politics can be influenced by a variety of factors, including economic conditions and the notoriety of candidates and campaigns, election turnout provides an indicator of how involved residents are in their region, and generally how they feel about government at a moment in time.

What the data say:

Officially, more than half of Maricopa County's registered voters have participated in general elections since 1988. However, when considering turnout as a percentage of the region's total population (registered to vote or not), only one general election among the last four (the Presidential election of 1992) brought more than half the total citizenry to the polls to vote.

Residents' Perception of Local Government Quality in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

As in the 1997 Quality of Life Survey, the residents of Greater Phoenix are split roughly down the middle about the quality of local government in 1998: 49% report local government to be either "excellent" or "good," while 47% say "fair" or "poor."

Taxes and Tax Burden

(state and local taxes in western states, 1998)

	State/local taxes as a % of income	State/ Local Rank*
CALIFORNIA	11.99%	10
WASHINGTON	11.77%	14
OREGON	11.25%	27
ARIZONA	11.01%	31
COLORADO	10.81%	35
TEXAS	10.52%	43

Source: Tax Foundation, 1998

* Out of 50 states; a ranking of 1=highest state/local taxes as a percent of income, a ranking of 50=lowest.

What the indicator is:

Tax burden can affect quality of life because it impacts the bottom line for most families and individuals: how much income remains after taxes.

In *What Matters 1997*, the tax burden indicator used was from a 1996 *Money* magazine article that compared the taxes paid by a typical upper-income household in various metro areas. Unfortunately, the magazine no longer conducts that analysis, and no similar analysis could be found for metro areas.

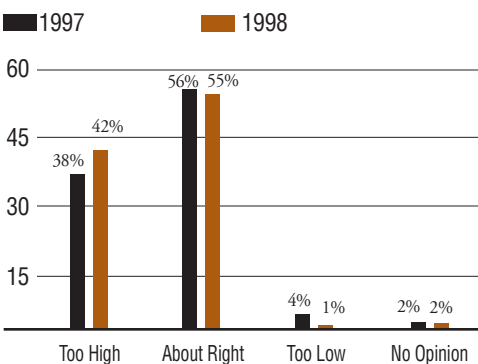
This new indicator reports state and local taxes at a state level of analysis. Computed by the non-partisan and non-profit Tax Foundation, state and local taxes as a percent of income is the average tax rate paid by residents-as a percent of income-when federal taxes are removed from their total tax bill.

What the data say:

In 1998, Arizona’s state and local tax burden ranks in the middle of this pack of western states, with residents paying roughly 11% of their income in state and local taxes.

Among the 50 U.S. states, Arizona ranks in the lowest half, at 31st. According to the Tax Foundation’s calculations, the State of Hawaii has the highest state and local tax burden in 1998 (#1), and Alaska the lowest (#50).

Residents’ Perception of State and Local Taxes in Greater Phoenix



Source: Quality of Life Survey, Morrison Institute for Public Policy and *The Arizona Republic*, 1998. Totals may not add to 100% due to rounding.

What residents of Greater Phoenix think:

Slightly more residents in 1998 than in 1997 indicated they think state and local taxes in Greater Phoenix are “too high” (42% vs. 38%). Overall, however, the majority of residents still believe that the state and local tax burden in the region is “about right.”

Survey methodology and data

The survey data in this report is based on two different surveys conducted in May, 1997 and May, 1998. The 1997 survey results are based on telephone interviews with 1,012 adults over age 18 residing in Greater Phoenix, the 1998 survey results are based on telephone interviews with 1,024 adults over 18 who live in Greater Phoenix. Interviews were conducted by Innovative Query, Inc. between the hours of 3 p.m. and 9 p.m. Monday through Friday, and 10 a.m. and 5 p.m. Saturday and Sunday. The average interview length was 16 minutes. The sample was selected through random digit dialing, which ensures that non-listed telephone numbers are included. **The size of the sample in both years gives the overall results of the surveys a margin of error of +/- 3.0%**, which means, in theory, that in 19 cases out of 20, the results based on such samples will differ by no more than +/- 3.0% in either direction from the results of the interviews with adults living in households with a telephone in five Phoenix area zones. Of course, the margin of error for sub-samples of the overall sample population will be somewhat larger. Surveys of this kind can be subject to other kinds of errors resulting from non-response, question wording, and interviewing techniques. Good polling practices diminish the chances of such errors, but they can never be entirely ruled out.

Table 1. What Matters Most in Greater Phoenix's Regional Quality of Life?

The ranking in the 1997 edition of *What Matters* is slightly different because it was based on the mean scores of a question which asked residents to rate each category on a scale of 1-7. This chart ranks the categories based on a question asked in both 1997 and 1998 regarding the "most important" among the nine categories.

Stanford Achievement Test Scores

(in Maricopa County, Spring 1997 and 1998) Source: Arizona Department of Education, 1998.

Graduation Rates

(in Maricopa County and Arizona, 1993-96) Source: Arizona Department of Education, latest data released July, 1998.

Students Against Whom Charges Were Filed for Incidents Occurring at Public Schools

(rate per 1,000 students in Maricopa County schools, 1994-97) Source: figures for 1996-97 calculated by Morrison Institute based on information from Arizona Department of Education (ADE) Report Cards. Previous year figures provided by ADE. Note: Incidents occurring at schools with grades 7-9 were tabulated with the elementary schools, not the high schools.

Colleges and University Ratings by U.S. News & World Report

(in Greater Phoenix, 1992 and 1996-98) Source: *U.S. News & World Report*, 1992 and 1996-98

Median Home Sales Price

(new and resale single family homes in Greater Phoenix, 1993-97) Source: Arizona Real Estate Center, L. William Seidman Research Institute, College of Business, Arizona State University, 1998.

Affordability of Homes in Selected Western Regions

(out of 193 U.S. metro regions; a ranking of 1 = most affordable in U.S., 193= least affordable) Source: National Association of Homebuilders, 1998. Data is for 4th quarter, 1997.

Average Apartment Rent

(in apartment complexes with 50 or more units in Maricopa County, 1994-97) Source: RealData, Inc.

Estimated Child and Total Poverty Rates

(in Maricopa County and U.S., 1992-96). Child poverty relates to those younger than 18 years old. Source: Center for Business Research, College of Business, Arizona State University.

Reported Cases of Child Abuse

(in Maricopa County, 1996-97) Note: because Child Protective Services revised its 1996 figure, the figure and rate here is not consistent with that published in last year's edition. Source: Arizona Department of Economic Security, Department of Children, Youth and the Family, Child Protective Services, 1998. Data are for fiscal year listed. Rate calculated by Morrison Institute for Public Policy, 1998.

Petitions Filed for Domestic Violence Orders of Protection

(in Maricopa County, 1993-96) Note: data is for limited jurisdiction courts only. Data is for the fiscal year indicated. Source: Arizona Supreme Court.

Annual Average Cost of Child Care

(in child care centers in selected western regions, 1998) Source: Children's Defense Fund, *Child Care Challenges*, May 1998. Data for San Jose, San Diego, Los Angeles, Portland, and Houston not available.

Violent Crime

(violent crimes per 100,000 residents in selected western metropolitan areas, 1995 and 1996) Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

Property Crime

(property crimes per 100,000 residents in selected western metropolitan areas, 1995 and 1996) Source: *Crime in the United States*, U.S. FBI, 1996 data published in October 1997.

Juvenile Arrest Rate for Violent, Property and Drug Offenses

(arrests per 100,000 juveniles in Maricopa County, 1992-96) Source: Raw data from Arizona Department of Public Safety, published 1998. Rates calculated by Morrison Institute. Juveniles are persons under 18 years of age. An arrest is not the same as a conviction, nor does it necessarily imply guilt.

Average Law Enforcement Response Time

(response time in minutes for highest-priority calls among five municipal police departments in Greater Phoenix, 1993-97) Information regarding response time in minutes for highest-priority calls obtained and compiled by the Morrison Institute for Public Policy, 1998. Phoenix, Peoria, Glendale, Mesa and Chandler police departments provided data; other municipal departments in the region were either unable to or did not provide data.

Cost of Living

(in selected western regions, 4th quarter 1997) Source: American Chambers of Commerce Researchers Association (ACCRA). A score of 100 is the average of all places in the national survey. Data for San Diego, Seattle, San Jose and Houston not available.

Per Capita Personal Income

(in selected western regions, 1996) Source: U.S. Department of Commerce, Bureau of Economic Analysis, 1998.

Unemployment Rate

(in selected western regions, 1996-97) Source: U.S. Bureau of Labor Statistics, 1998.

Internet Hosts Per Capita

(internet hosts per 1,000 population in selected western counties, 1997) Source: Matrix Information and Directory Services (MIDS), *Matrix Maps Quarterly* 402.

Selected Causes of Death

(rates per 100,000 residents in Maricopa County and the U.S., 1992-1996). Suicide, cancer (“malignant neoplasms”), and heart disease (“diseases of heart”) are based on crude death rates; that is, number of deaths per 100,000 population. Data for death rate from motor vehicle crash from Arizona Department of Public Safety.

Current Accreditation Status of Hospitals

(in Greater Phoenix, 1998) Source: Joint Commission on Accreditation of Healthcare Organizations, 1998.

Current Accreditation Status of Health care Plans

(in Arizona, 1998) Source: National Committee for Quality Assurance, 1998.

Number of Days Per Year With An Exceedence of**Federal Air Quality Standards**

(Maricopa County, 1992-97) Data for ozone, carbon monoxide, and particulates from Maricopa County, 1998. Particulate data are 24-hour standard data. An exceedence is a concentration in the pollutant over the ambient air quality standard.

Estimated Greater Phoenix Population Served by a Community Water System in Violation

(Maricopa County, 1992 and 1997) Source: U.S. EPA. A “community water system” provides drinking water year-round to 25 or more people or 15 or more connections.

Water Consumption

(daily per capita use in gallons in Phoenix Active Management Area, 1991-96) Source: Arizona Department of Water Resources, 1998. It should be noted that some have disagreed with these estimates, citing a belief that the figures inadequately account for the water consumption of a large temporary population that lives in Greater Phoenix during the winter months.

Selected Land Uses

(acreage in Maricopa County 1990 and 1995) Source: Maricopa County, based on land-use reports submitted by individual towns and cities to the Maricopa Association of Governments, 1990 and 1995.

Population Estimates and Growth

(Maricopa County, 1990-97) Source: Center for Business Research, College of Business, Arizona State University.

Population Density

(persons per square mile, selected western urbanized areas, 1996. Source: U.S. Dept. of Transportation, Oct. 1997.

Daily Vehicle Miles Traveled (DVMT)

(in selected western urbanized areas, 1995-96) Source: Federal Highway Administration, data published October 1997.

Annual Per Capita Miles of Transit Service

(in selected western urbanized areas, 1996) Source: Federal Transit Administration Section 15 report data, compiled and provided by Regional Public Transportation Authority (RPTA), 1998.

Earned and Contributed Support for Major Non-Profit Arts and Cultural Institutions

(performing arts, museums, zoos, festivals in Greater Phoenix, 1995-97) Source: Phoenix Arts Commission, Arizona Commission on the Arts, Morrison Institute for Public Policy, 1998.

Attendance at Arts and Cultural Events

(in Greater Phoenix, 1995-97) Sources: Phoenix Arts Commission, Arizona Commission on the Arts and Morrison Institute for Public Policy, 1998.

Attendance at Professional Sporting Events

(in Greater Phoenix, 1994-97) Sources: individual teams, Maricopa County Sports Commission, and Morrison Institute for Public Policy 1998.

Acreage of Parks and Golf Courses

(per 1,000 residents in Maricopa County, 1990 and 1995) Source: Data provided by individual cities to Maricopa County in 1990 and 1995. Rate calculated by Morrison Institute for Public Policy, 1997.

Per Capita Contributions to United Way

(in selected western regions, 1996 and 1997) Source: Valley of the Sun United Way 1998.

Volunteerism

Source: Fax survey of 20 local agencies and organizations, conducted by Morrison Institute for Public Policy, 1997 and 1998.

In/Out Migration

(in Maricopa County, 1994-97) Source: Center for Business Research, L. William Seidman Research Institute, College of Business, Arizona State University.

Hate Crimes

(“bias offenses” rate per 100,000 residents in Maricopa County, 1992-97) Source: Arizona Department of Public Safety, 1998.

Voter Turnout

(in Maricopa County, 1990-1996 general elections) Source: Maricopa County Recorder, Elections Department, 1997.

Taxes and Tax Burden

(state and local taxes in western peer states, 1998) Source: Tax Foundation, 1998.

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